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Mr. McCarthy

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 67. NO. 63 NEW YORK, U. S. A., MONDAY, APRIL 3, 1950 TEN CENTS

WB to Sell to K-B Interest In MacArthur

50% Interest Goes for Approximately $225,000

WASHINGTONN, April 2.—Warner Brothers has agreed to sell to K-B Amusement Co. for approximately $225,000, its 50 per cent interest in the jointly-owned MacArthur Theatre.

The agreement is expected to be signed formally tomorrow, and the deal finally consummated around May 6. The MacArthur is one of the two interests which Warner has not yet disposed of under the Paramount case consent order it agreed to last year. It recently got a one-month extension for disposing of its interest in the

(*Continued on page* 3)

U. S. Films Faced With Austrian Tax

The Austrian government has proposed a tax on motion picture imports which would seriously affect the importation of U. S. films, according to reports cabled from Vienna. Irving A. Maas, vice-president and general manager of the Motion Picture Export Association, said here at the weekend that the Association will "vigorously oppose the tax in every way possible."

The Austrian government's proposal marks the revival of a scheme offered a year ago.

Film Trust Suit Epidemic Discussed

The serious situation created by mounting anti-trust litigation within the industry, and methods whereby it might be dealt with, were discussed at a meeting of top level company executives and attorneys here late last week.

No decisions were arrived at. It was indicated that further discussions will be held at a later date.

Warner's Phila. Princess Will Exhibit 'The Bicycle Thief' Without Code Seal

"The Bicycle Thief," Italian-made film which has been denied the Production Code Administration's seal of approval in its present form, will open, uncut, at Warner's Princess Theatre in Philadelphia on April 9, Easter Sunday, it was reported here at the weekend by Nat Fellman of the home office theatre department. He pointed out that the picture had been passed by the Pennsylvania censors.

Joseph Burstyn, picture's distributor, denied at the weekend reports that he said he intended to file suit against Warners if the picture is not shown at the Princess as scheduled. Burstyn said he held a contract for a run at the Princess and expected it would be fulfilled.

Warners, 20th-Fox Granted 60-Day Divorcement Stays

Applications by Warners and 20th Century-Fox for 60-day stays of the Feb. 8 divorcement order of the U. S. Statutory Court here were approved on Friday, giving the two companies more time to work on settlements with the government.

The petitions were signed by Judges Augustus N. Hand and Alfred C. Coxe after a brief conference in Judge Hand's chambers. Judge Henry W. Goddard, third member of the court, was absent due to illness.

Government attorney Harold Lasser told the jurists he was opposed to the stays on the ground they would mean further delays. Joseph Proskauer and Robert W. Perkins appeared for Warners and John Caskey represented 20th-Fox.

Meanwhile, Loew's is expected to file its appeal of the divorcement decree with the U. S. Supreme Court late this week.

U-I Drops Prestige; Rank Product Goes On Regular Line-up

Dissolution of Universal-International's Prestige Pictures, the unit set up to distribute J. Arthur Rank productions, was announced at the weekend by W. A. Scully, U-I sales vice-president. Sale of Rank product will now be handled through U-I's regular branch outlets under the supervision of a new Special Films division, headed by Irving Sochin, who was recently appointed head of the Prestige unit.

Sochin will concentrate his efforts through U-I branch offices, Scully said, with Jeff Livingston, advertising-

(*Continued on page* 2)

Old Dominion Hears About 'Riding High'

FRONT ROYAL, Va., April 2.—Paramount advertising-publicity chief Max Youngstein and his staff did all but arrange for a visit by a flying saucer from another planet in whipping up excitement at the two-day premiere celebration for "Riding High," the company's newest Bing Crosby starrer, in this small Virginia town.

About 50 newspaper and radio reporters were here for the premiere as guests of the film company, having arrived by plane, train and automo-

(*Continued on page* 2)

Schwalberg Joins Cerebral Palsy Drive

A. W. Schwalberg, president of Paramount Film Distributing Corp., has been appointed chairman of a special committee to coordinate the efforts of the motion picture production and distributing companies on behalf of the $5,000,000 United Cerebral Palsy Association's fund-raising campaign, May 1-31. The appointment was made by Leonard H. Goldenson, president of United Paramount Theatres and president of the UCPA. Hy Fine of Boston has been named drive chairman for New England.

UK Industry Leaders Back 'Showmanship'

Support Pledged 20th By CEA, KRS and BFPA

By PETER BURNUP

LONDON, April 2.—Leading British industry organizations pledged support of 20th Century-Fox's showmanship campaign at a meeting here on Friday addressed by Charles Einfeld, 20th-Fox vice-president.

Einfeld urged British industry leaders to forget about "those lush years which made us fat and slothful and get back now, in the face of fading pros-

(*Continued on page* 3)

To Feature Slogan In Boston Drive

BOSTON, April 2.—Institutional advertising representing all theatres in the area and centered on the slogan, "Movies Are Better Than Ever," will be placed in Boston newspapers, it was decided on Friday by leading

(*Continued on page* 3)

British Tax Protest Carried to Treasury

London, April 2.—The urgent necessity of a reduction of Britain's 40 per cent entertainment tax was urged upon Douglas Jay, financial secretary to the Treasury, by representatives of Cinematograph Exhibitors Association, Kinematograph Renters Society, British Film Producers Association and National Association of Theatrical and Kine Employes on Friday.

Jay assured the deputation that their arguments would be transmitted to Sir Stafford Cripps, Chancellor of the Exchequer.

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

READ TODAY'S COMPLETE NEWS COVERAGE FRANK CAPRA'S RIDING HIGH WORLD PREMIERE!
A Paramount Picture

Personal Mention

JOSEPH I. BREEN, Production Code Administrator, went to Washington from New York over the weekend.

•

RICHARD ROSSEN, FRANK PHILLIPS, AL SCULATTI, MALCOLM GOODWIN and GENE PALITO, all members of M-G-M's "King Solomon's Mines" unit, arrived here by plane from Johannesburg on Saturday and left Sunday for the Coast.

•

JOHN D. LEVIEN, Warner Pathe News editor, was a guest speaker at the Armed Forces Information School at Carlisle Barracks, Pa.

•

MORGAN HUDGINS, of M-G-M's studio publicity staff, will arrive here from the Coast on April 20, en route to London and Rome.

•

MRS. VICTOR SAVILLE, wife of the M-G-M director, will sail from here for Europe tomorrow on the *S.S. Mauretania.*

•

LEE KOKEN, RKO Theatre vending head, returned here today from a business trip to Cleveland.

20th - Fox's 'Ticket' Set for 825 Bookings

Twentieth Century-Fox will premiere its Technicolor production, "A Ticket to Tomahawk," in Denver, April 18, followed by mass saturation opening in the Western area totaling 825 bookings. The bookings spread over the three-week period directly after the Denver premiere will center about the Omaha, Minneapolis, St. Louis, San Francisco, Seattle and Denver exchanges.

In Denver a triple debut will be held at the Denver, Esquire and Webber on the 18th.

U-I Slates Five for Cameras This Month

Universal-International will put five pictures before the cameras this month, bringing the April total to six, it is announced here. They are "Harvey," "The Magnificent Heel," "The Milkman," "Frenchie" and "Under the Gun." Already started is "Desert Hawk."

U-I Drops

(*Continued from page 1*)

publicity head of the new division, preparing special promotion material for the Rank product. Rank and his executive assistant, John Davis, participated in setting up the new division during their recent visit here, Scully said.

The first two films to be handled by the new division are "Tight Little Island" and "The Astonished Heart," with two others, "A Run for Your Money" and "Rocking Horse Winner" assigned to it. The division will also have a backlog of 15 pictures which Prestige had been handling.

Tradewise . . .

By SHERWIN KANE

PHONEVISION, because it claims to be a practical method of setting up a box-office in the home to make feasible delivery to television audiences of Hollywood or other theatrical films of all kinds, quite obviously is the most significant threat to the future of the motion picture theatre presently to be discerned on television's horizon.

Phonevision, for the benefit of those unfamiliar with it, is an unpretentious tube assembly which can be installed at low cost in any television receiver. A motion picture can be televised and sent to home receivers. The film images on the home set are blurred unless the set owner picks up his home telephone receiver and asks the operator for the clear signal. Thereupon a moderate fee is charged on his telephone bill for the film program requested.

The Phonevision equipment controls both the unpaid-for distortion on the screen and the cleared-up reception after the fee is charged.

The apparatus is out of the laboratory and, technically, it works. Whether or not it is practical, commercially, remains to be seen. Its makers, of course, claim it is. Others are skeptical. Be that as it may, it is potentially a greater threat to theatre operation than standard television broadcasting on a "free" program basis. The latter would compete with the theatre for its audience. Phonevision, not content with that, would supplant the theatre as the purveyor of motion picture entertainment.

•

The Federal Communications Commission has authorized a 90-day test of Phonevision, which will be conducted by its owner, Zenith Radio Corp., in 300 Chicago homes starting Sept. 1.

Many exhibitors, organized and unorganized, are uncompromisingly opposed to any motion picture producer or distributor making films available to Phonevision for the test.

Many others in this industry believe that is a mistake.

Exhibitor opposition may succeed in impairing the conclusiveness of the results of the test by limiting through pressure or other means the type and quality of product which will be made available for the experiment.

But it cannot halt the test.

Zenith officials assert that they already have commitments for sufficient product, all the way from 1937 vintage to films "not yet released," to carry them through the 90-day test period.

If test films were not made available by this industry, some kind of product could be obtained, regardless, but the test then would deprive interested parties of much-needed information. Theatre owners, certainly, are interested parties.

Common sense would seem to dictate that exhibitor opposition to the test is ill-conceived. No one, not even Phonevision itself, has a greater stake than exhibitors in the outcome of the test. The test itself cannot hurt exhibitors commercially. It will have a probable audience of 1,200 persons for the 90 days. In a city of 3,500,000 that's not going to be felt.

The test can do exhibitors a great service.

Conducted properly, with a good cross-section of current or recent Hollywood product, it should provide exhibitors with answers as valuable to them as they can possibly be to Phonevision and to film producers.

•

Exhibitors need the information which the test will provide. It may be vital to them.

For practical reasons alone they should be lending their support to the test; helping to make it as conclusive as it can possibly be made.

That does not encompass any future aid or comfort from exhibitors to Phonevision or to television at large. They will be as free to fight television competition in any form after the test as they were before it, with this difference:

With the information afforded them by a conclusive test of Phonevision in their possession, they will be in a position to fight it more intelligently than before.

They will then have answers which are not available now and which only a fair test of Phonevision can supply.

It is unlikely that the test will determine once and for all whether Phonevision is or is not commercially practicable. But it is certain to define more sharply the area of its possibilities and its deficiencies, and, possibly, to indicate the time span required to realize on the one or to overcome the other. How sharply, depends on the type of test material used.

Newsreel Parade

AMBASSADOR Steinhardt's death and Gen. Eisenhower urging stronger defenses mark current newsreel highlights. Other items include J. Edgar Hoover urging that F.B.I. files be kept secret, sport[illegible]nd fashions. Complete contents [illegible]:

MOVIETONE NEWS, No. 27—Czech refugees flee by air. Greeks celebrate Independence Day. Australian gold strike. Loyalty records denied to Senate hearing. Sports: basketball, boxing, water skiing.

NEWS OF THE DAY, No. 261—Mid-century census begins. Ambassador Steinhardt dies in plane crash. J. Edgar Hoover opposes revealing F.B.I. secret reports. Canine fashions. Sports: basketball, water skiing.

PARAMOUNT NEWS, No. 64—Florida water ski tournament. Death of Ambassador Steinhardt mourned in U. S. and Canada. Fashions for dogs. Gen. Eisenhower urges more defense funds at Senate Appropriations Subcommittee hearing. Sports: basketball.

TELENEWS DIGEST, No. 13-B—Berlin: story of Communist plan to storm West zone of Berlin. Man-made rain. Ambrose lightship rammed. Genoa: French pilgrim walks to Rome. Nuremberg trial records filed. Fashions. Basketball.

UNIVERSAL NEWS, No. 339—Ambassador Steinhardt dies in plane crash. Hats for dogs. Sports: Water skiing tournament, wrestling. Golden Gloves finals held in Chicago, basketball finals in Madison Square Garden.

WARNER PATHE NEWS, No. 66—Census taking begins. J. Edgar Hoover urges F.B.I. files be kept secret. Ambassador Steinhardt killed in air crash. Gen. Eisenhower urges unity. Paris glove fashions. Sports: water skiing tournament, basketball.

Bans Discrimination In Hiring Extras

WASHINGTON, April 2.—The National Labor Relations Board has ordered Allied Casting Agency and Lippert Productions not to discriminate against any worker for failure to belong to the Screen Extras Guild.

Roy Canada charged the agency and film company had refused to hire him because he did not belong to the Guild. On March 8, 1950, all parties entered a stipulation that the company and the casting agency would cease discriminating against anyone because of his or her membership or non-membership in the Guild. This stipulation was subject to board approval and a three-man board panel approved the stipulation Friday.

'Riding High'

(*Continued from page 1*)

bile from New York, Washington and other cities in this state. Crosby had a schedule of three network broadcasts to further demonstrate that the Front Royal festival was no secret.

The main events began early yesterday (Saturday was officially proclaimed Bing Crosby Day here) with a parade which featured 12 bands, floats and displays of many descriptions. Front Royal's new athletic field was dedicated as Bing Crosby Stadium while Federal government and state officials participated in the ceremonies. The benefit showing of the film at the Park Theatre capped the day. State Senator Raymond R. Guest was chairman of Bing's Day.

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N.E.F.C. Meeting in N. Y. in Mid-April

A meeting of directors and subscribers of National Exhibitors Film Co. is slated for mid-April at which time the new production-financing group is expected to get underway with its program. [illegible]ific date for the session has yet to be set but it will be held in New York.

Key figures of NEFC expect to have attained the minimum capitalization goal of $2,000,000 by the time the meeting is held.

Slogan Trailers in Wide Demand: Mack

CHICAGO, April 2.—Hundreds of exhibitors are ordering special trailer headers patterned on the 20th Century-Fox "Showmanship" slogan, "Movies Are Better Than Ever," according to Irving Mack, president of Filmack Trailers.

Mack, who attended the 20th-Fox meeting here and a regional meeting at Kansas City, says that practically every exhibitor he has spoken with is incorporating the new industry slogan in all advertising.

No NLRB Appeals

WASHINGTON, April 2.—National Labor Relations Board officials said that as of Friday, the deadline for appeals from a ruling of NLRB examiner Reeves Hilton that non-chain theatres should not be taken under NLRB jurisdiction, no appeal had been received. However, they said the board would probably take any appeal filed in the next few days.

To Represent Lamarr

A contract to represent Hedy Lamarr in all licensee merchandising tie-ups has been signed by Hollywood Enterprises here, according to William R. Ferguson and C. Edward Carrier, executives of the agency.

Feature Slogan

(*Continued from page 1*)

New England exhibitors attending a luncheon at the Hotel Parker.

Martin J. Mullin, president of New England Theatres, was host at the luncheon, which marked the initiation of a concentrated "Showmanship" Campaign. The decision to use newspapers followed a report by Harry Browning who, with co-chairman Phil Engel had presided over an earlier meeting of all industry publicists in Boston, where such action was recommended.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Reviews

"Twilight in the Sierras"

(*Republic*)

ROY ROGERS gives his fans just about everything in this Trucolor western complete with perfect hero, dastardly villain, much suspense, a mountain lion and singing cowboys. Credit for "Twilight in the Sierras" goes to associate producer Edward J. White and William Witney, who directed from Sloan Nibley's screenplay.

Rogers is a parole officer and friend of Edward Keane, a judge who runs his ranch with parolees. Villainous George Meeker, hunting lodge owner and counterfeiter, needs talented artist Russ Vincent, a parolee, and abducts him; to force him to work, he abducts Vincent's sister, Estelita Rodriguez, recently arrived from Cuba. Hoping to eliminate Rogers, he attempts to have him shot during a mountain lion hunt. When the hired gunman is killed by the lion, Meeker charges Rogers with murder. Dale Evans as the deputy sheriff is forced to arrest Rogers, but she and Roy's other friends stage a raid and round up Meeker's gang. Meeker is killed by the still-roaming lion. The Riders of the Purple Sage further liven up the proceedings with their rendition of several tuneful songs.

Running time, 67 minutes. General audience classification. Release date, March.

'Beware of Blondie"

(*Columbia*)

A GRAB bag of corn and slapstick is offered in Columbia's "Beware of Blondie." The film generally is on a par with its predecessors and like them, the story follow's "Dagwood's" bumbling along a road of trouble, until finally he comes out on top with the aid of "Blondie." Penny Singleton and Arthur Lake again head the cast which also includes the kids and the canines of the household.

The story and screenplay by Jack Henley has Chick Young's newspaper cartoon characters in the midst of a swindle. "Dagwood," temporarily the operating head of the Dithers Construction Company, becomes innocently involved with a beautiful client, Adele Jergens. She lures him to her apartment to sign a building contract then swindles him out of $5,000 in company funds. "Blondie" and fate step in to solve the problem when the $5,000 check is found to be drawn on an account no longer in existence.

Milton Feldman produced and Edward Bernds directed the picture which emerges with all the familiar comedy devices.

Running time, 66 minutes. General audience classification. Set for April release.

UK and 20th-Fox

(*Continued from page 1*)

perity, to those fundamentals on which the business is based."

Among those who pledged the support of their organization to the 20th-Fox drive were Arthur Watts, president of the Cinematograph Exhibitors Association; David Griffith, president of Kinematograph Renters Society; Sir Henry French, of the British Film Producers Association, and Tom O'Brien, general secretary of National Association of Theatrical and Kine Employes.

Declaring that he was not here to preach or lecture, but to tell British showmen what their American counterparts are attempting to do in the field of showmanship, Einfeld discussed the 20th-Fox "Showman's Guide to Better Business," which, he told the 150 present, is based on world-wide showmanship essentials. The "Showman's Guide" served to keynote the 30 showmanship meetings the company held recently throughout the U. S. It will be used at other meetings which Einfeld will conduct later on the Continent.

Sir Alexander King of the Cinematograph Films Council made the proposal that the British trade organizations forthwith get together on a showmanship crusade.

Guests at the luncheon included the associations' officers, salesmen, publicists, and the trade press, with Associated British Pictures Corp. chairman Sir Philip Warter presiding.

M-G-M's representative here, Sam Eckman, in the concluding speech testified not only to Einfeld's sincerity and efficiency, but to 20th-Fox's public spiritedness in sponsoring first the American showmanship crusade.

WB Sells Interest

(*Continued from page 1*)

MacArthur and the Atlantic Theatres, New Jersey.

The settlement will also end at least one part of the complicated law suit involving the MacArthur now pending in the Court of Appeals here. K-B sued to force Warners out of the MacArthur on terms of the 1945 contract creating the partnership. Mac Arthur counter-sued to dissolve the corporation and sell its assets publicly. A third party, Kass Realty Corp., sued both Warner and K-B, claiming $100,000 damages because the partners had not fulfilled a contract with Kass to have Kass build them another theatre. The controversy between K-B and Warners will be dismissed as a result of the settlement, but the controversy between them and Kass will probably be argued late next month.

Last week Warners agreed on a settlement of a pending anti-trust damage suit in Philadelphia brought by William Goldman, theatre operator.

Award to Warner Pathe

The 1950 Headliner Award for "outstanding coverage of a news event" has been given by the National Headliners' Club to Warner Pathe News for its "dramatic presentation of the return of the body of Private Rodger Young," American war hero.

Githens in New Post

W. French Githens, board chairman of Sound Masters, Inc., has joined the board and assumed active participation in the affairs of Vitarama and Cinerama corporations, developers of a new three-dimensional projection system.

Court Orders Books Opened

FT. DODGE, Ia., April 2.—An order permitting inspection of theatre records for a period of over 10 years requested by distributors has been signed by U. S. Judge Henry N. Graven here. The order followed granting of motions for inspection in percentage actions brought by Warners, Universal, RKO and Loew's against R. M. Bernau, operating the Iowa Theatre, Lake City, Iowa.

In a previous order the court overruled motions by the defendant to dismiss the suits for lack of jurisdiction, for a more definite statement and to strike portions of the complaint.

Jones in New ARI Post

Beverly Jones, former Audience Research associate, has been named vice-president in charge of ARI's Hollywood office, Dr. George Gallup, the organization's president, has announced.

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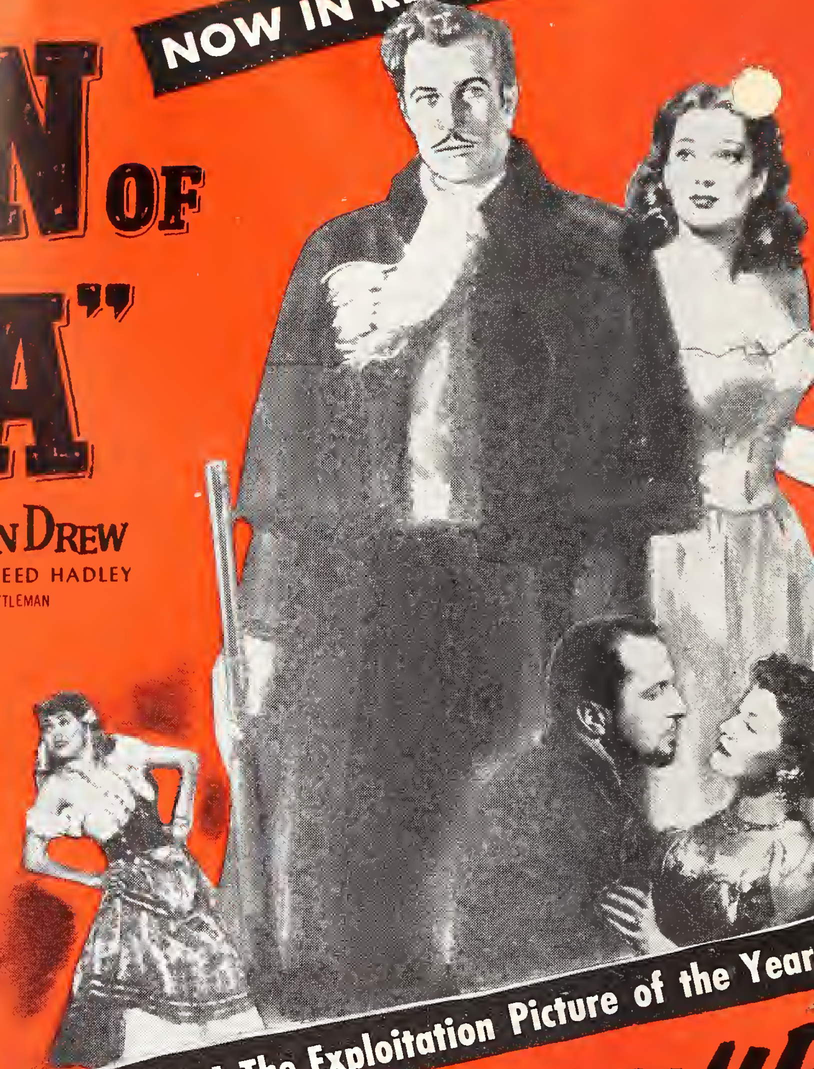

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 67. NO. 64

NEW YORK, U. S. A., TUESDAY, APRIL 4, 1950

TEN CENTS

Unit Booking Plan for UK Seen Ending

20th-Fox Abandoned It As of Last Saturday

By PETER BURNUP

LONDON, April 3.—Abandonment by American distribution companies here of the so-called unit booking plan is regarded here as inevitable in the near future with 20th Century-Fox already having served notice that it discontinued the plan as of last Saturday.

The unit booking plan was announced here by Eric Johnston, Motion Picture Association of America president, in September, 1948, as a retalia-

(*Continued on page 2*)

British Production Asks Gov't. Grant

LONDON, April 3.—Government aid to British film producers to the amount of $8,400,000 to $9,800,000 annually was asked by the joint industry deputation which conferred with Douglas Jay, financial secretary to the Treasury, on Friday, it was revealed here today.

Under the proposal the government would return to the producers one-eighth of the gross from performances including a British first-feature. The money would come from admission tax receipts, which total $106,400,000 each year.

The industry committee, which included representatives from the Cine-

(*Continued on page 3*)

Britain Orders Data From All Theatres

LONDON, April 3.—Invoking powers under the Statistics of Trade Act, 1947, the Board of Trade has ordered a probe into every British showman's books.

The Board contends that in order to

(*Continued on page 3*)

Question Constitutionality Of Ascap Consent Decree

The possibility that the Ascap consent decree which has been entered in Federal Court here might be held in violation of the Federal copyright statutes if a test case were sought, was taken up at a meeting of the copyright committee of the Motion Picture Association of America at a meeting here yesterday. The idea expressed was that the copyright law separates public performance and recording (synchronization) rights to music and to have the producer, in the case of the film industry, required to pay for both rights might be considered as contravening the statute.

There was no action taken at the meeting and no specific plan set for further exploring the possibility of such a test case. According to reports

(*Continued on page 3*)

Two Rank Studios Going on the Block

London, April 3.—Auctioneers will put $2,800,000 of motion picture properties, equipment and goods on the block on April 18, when J. Arthur Rank's studios at Cookham (Berkshire) and Islington go under the hammer.

In addition to all contents, the two studios themselves are open for offers.

'3rd Man' in 1st-Run During Chicago 2nds

CHICAGO, April 3.—Selznick Releasing Organization's "The Third Man" will mark a "first" in this city when it opens day-and-date on April 14 in a number of outlying houses while the downtown run continues at advanced admissions beyond its scheduled eight-week sojourn at the Selwyn.

Film was set for a maximum of eight weeks at the Selwyn, but because the seventh week's gross, approximate-

(*Continued on page 3*)

Book 'Samson' Into 57 Area Theatres

Cecil B. DeMille's "Samson and Delilah" will open in the New York Metropolitan area at 47 Loew's theatres and 10 Century Circuit houses during the last week of April and and the first week of May, it was

(*Continued on page 3*)

Extra Time to Work on Legislators To Influence Favorable Vote on Tax

Washington, April 3.—There will be no voting in the House Ways and Means Committee on excise taxes until after the House returns from its Easter recess on April 18, the Council of Motion Picture Organization's tax committee has been assured.

COMPO committee chairman Abram Myers said this means that industry members can contact their Congressmen with the latest figures on box-office slumps while the legislators are back in their home districts during the recess. Attention should be concentrated on Ways and Means Committee members, Myers said.

Meanwhile, it was learned that members of the tax-writing committee have just about given up hope of raising enough new revenue to offset the excise cuts that they are almost certain to vote and have begun counting noses to see whether they can override a Presidential veto. The President has threatened to veto any tax bill that means a net loss in revenue.

If this situation should develop, it means a much tougher fight for the industry to get tax relief this year, for while there seems little doubt that Congress will favor cutting the admission tax, there is some question whether a two-thirds vote can be mustered to override a veto.

Industrywide Arbitration Parleys Seen

Distribution Heads Reply To TOA Bid for Meetings

Exhibitor-distributor conferences looking to the establishment of an industrywide system of arbitration are virtually certain to be initiated by the distributors, it is indicated by the nature of replies made thus far by company presidents to Theatre Owners of America president Samuel Pinanski's letters urging that the distributors call such conferences.

As of yesterday, three replies were received at the TOA headquarters here. Two of these were described as "favorable,"

(*Continued on page 3*)

WB, 20th 'Probably' Filing This Week

Although they still plan to seek a settlement with the government, Warner and 20th Century-Fox "very probably" will file notice of appeal late this week from the divorcement decree of the U. S. Statutory Court as a "protective" measure, according to attorneys here. The appeals will be pressed only if there is a failure to reach agreements with the government.

Deadline for submitting the notices is April 8 since the divorcement decree was entered on Feb. 8 and the appeal notification period is limited to 60 days by Federal statute. If the companies were to neglect to meet this

(*Continued on page 3*)

Selznick Injunction Vs. Korda Opposed

Robert P. Patterson has filed a report in U. S. District court here holding that David O. Selznick is not entitled to an injunction restraining Sir Alexander Korda from licensing his "Gone to Earth" in Eu-

(*Continued on page 2*)

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

317 HAPPY EASTER WEEK DATES FOR BING'S GREATEST FRANK CAPRA'S RIDING HIGH
A Paramount Picture

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

NORMAN SIEGEL, chairman of the Studio Publicity Directors' Committee will meet with the Advertising and Publicity Directors' Committee of the Motion Picture Association here on Thursday for a general discussion of East and West promotional matters. There has been no specific agenda set for the meeting, it is said here.

•

London, April 3.—Harry P. E. Mears, past president and this year's vice-president of Cinematograph Exhibitors Association, will leave for New York Thursday on the *SS Queen Elizabeth*. Mears says it will not be a business trip. He plans to visit relatives in Los Angeles.

•

Closing of Eagle-Lion's New Haven exchange on April 8 was announced here yesterday by William J. Heineman, distribution vice-president, with all sales personnel retained to cover the same territory and accounts, and with film deliveries to be continued from New Haven.

•

Detroit, April 3.—Metro-Goldwyn-Mayer has transferred Frank Hensler, division sales manager, from Detroit to Kansas City and members of the Detroit Variety Club, together with exhibitors from outstate are arranging a testimonial dinner for him in May 12.

•

RKO Theatres has booked Universal-International's "Ma and Pa Kettle Go to Town" for a four-day simultaneous engagement to play "across-the-board" at the 32 RKO theatres in Greater New York starting Sunday, April 16.

Claim Record for 'Dozen'

"Cheaper by the Dozen" with a stage presentation broke all weekend records of the past year at the Roxy with a gross of $67,000 for Friday through Sunday, according to A. J. Balaban, managing director of the house. He estimated an initial week's gross of $120,000.

Selznick-Korda

(*Continued from page 1*)

rope and elsewhere outside the Western Hemisphere.

Patterson is acting as special master, by appointment of the District Court, in the dispute between Selznick and Korda over interpretation of the joint distribution contract which gave Korda rights to certain Selznick pictures and properties in return for Selznick distribution rights here to several Korda pictures. Selznick sought the injunction against "Gone to Earth" on the grounds that it was not a faithful depiction of the book and, among other things, would not further the professional career of Jennifer Jones.

Louis D. Frohlich of Schwartz and Frohlich, counsel for Korda, confirmed London reports that a similar injunction application by Selznick had been denied by a court in England.

Personal Mention

NED E. DEPINET, RKO president, has returned to New York from the Coast.

•

CHARLES E. KURTZMAN, Loew's Theatres Northeastern manager, has been re-elected treasurer of the Suffolk County (Mass.) chapter of the National Foundation for Infantile Paralysis.

•

JOSEPH I. BREEN, Production Code Administrator, who was in Washington from New York at the weekend, has returned to Hollywood. He is due back here on April 15.

•

W. A. SCULLY, Universal-International sales vice-president, has left here for a tour of Southern exchanges.

•

MEL BROWN, manager of the Peachtree Art Theatre, Atlanta, is in a hospital there because of illness.

•

Y. FRANK FREEMAN, Paramount studio vice-president, is due here from the Coast tomorrow.

•

CARL POST, advertising-publicity director for ALBERT S. ROGELL and JACK M. WARNER, is here from the Coast for conferences with PAUL N. LAZARUS, JR., United Artists executive, and ARTHUR SACHSON, Rogell-Warner Eastern sales head.

•

NAT LIEBESKIND, foreign exhibitor-distributor, has returned here from Havana.

•

AL HORWITS, Universal-International studio publicity director, left here last night for Hollywood.

•

ERIC JOHNSTON returned to Washington yesterday from the Coast.

•

SAM MARX, M-G-M producer, will leave here today for the Coast.

Dublin Theatres Face Strike in Two Weeks

DUBLIN, April 3.—Strike notice indicating that all motion picture theatres in Dublin, Bray and Dunloghaire will be forced to close within two weeks, has been given by theatre workers.

The notice was issued following failure to reach an agreement during recent negotiations for a contract to replace the present three-year old agreement. The workers are asking for a 44-hour instead of a 48-hour work week, holidays with pay, increased wages, double pay for Sunday work. A management compromise offer was rejected by a narrow margin in a vote among the workers.

British Opening of 'Stromboli' in May

LONDON, April 3.—The U. S. pattern of release of "Stromboli" will be followed by RKO Radio here, with nationwide openings in mid-May. The actual date is keyed to the requirements of Sidney L. Bernstein's Granada Circuit, which made a deal for the picture last week. No major circuit deal has been made.

Ingrid Bergman and Roberto Rossellini reportedly are due here for the picture's opening.

Briton Niven Busch, 76

HOLLYWOOD, April 3.—Briton Niven Busch, 76, who until his retirement was active in motion picture distribution, died yesterday at the St. Joseph's Hospital, Burbank. The widow, two sons, Niven, a novelist and screen writer, and Noel, a staff writer for *Life* magazine, and a daughter, Mrs. Winston Miller, survive.

Services for Joe Yule

HOLLYWOOD, April 3.—Funeral services for stage and screen actor Joe Yule, who died last Thursday of a heart attack, were held today at the Church of the Recessional at Forest Lawn Cemetery.

Conduct Services for Clarence Erickson, 65

HOLLYWOOD, April 3.—Funeral services were held here today at the Chapel of Wee Kirk of the Heather at Forest Lawn, for Clarence Erickson, 65, who died last Friday. The widow, a daughter and three granddaughters survive.

Erickson, a business associate of the Douglas Fairbanks family for 30 years, helped found United Artists in 1919 and was a partner in the Fairbanks Company when it was associated with Universal. He became general manager of the Fairbanks Company early in 1946.

Unit Booking

(*Continued from page 1*)

tory measure, in the opinion of the British trade, for the discriminatory and short-lived *ad valorem* film tax and the unrealistic 45 per cent quota, adopted that year.

The plan required MPAA member offices here to insist upon an American film being booked with another American film when programs were made up here. The object was to halt the practice of some British theatres in billing a British quota film over even top Hollywood product on the same bill, and helping to meet quota requirements while depending upon the Hollywood product to draw the patronage.

American distributors are taking the view now that with a lowered quota (it will be reduced from 40 per cent to 30 per cent next October), the usefulness of the unit booking plan has ended.

With 20th Century-Fox having abandoned the plan, it is believed unlikely that it can be continued effectively. The official announcement of its demise is expected to be made by Johnston when he comes here next month with the American delegation to review the film remittance agreement with Harold Wilson, president of the Board of Trade.

Schreiber Selling His 12 Mich. Houses

Detroit, April 3. — Alex Schreiber of Associated Theatres is disposing of all of his 12 theatres in Michigan and will move to California.

For sale are two theatres in Mt. Clemens, two in Flint one in Trenton, one in Farnington, and six in Detroit, one of which is a 1,000-car drive-in. Schreiber will make his home in Beverly Hills permanent as soon as he disposes of his theatres here.

British Start Work On 'Showmanship'

LONDON, April 3.—David Griffith, president of the Kinematograph Renters Society, today delegated trade press editors here to draft a preliminary blueprint for adapting 20th Century-Fox's showmanship strategy to British conditions.

Their report will be submitted to trade organizations in the near future. It is expected to include a recommendation for the appointment of a small, specialized general staff qualified psychologically to influence public opinion, and to concentrate its work not on present audiences but on those who never attend theatres. Theatre managers are expected to play a leading part in the campaign.

Charles Einfeld, 20th Century-Fox vice-president, who placed the showmanship campaign idea before industry leaders here last Friday, will leave for Rome tomorrow. Trade press reaction to the 20th-Fox plan was unqualifiedly enthusiastic here.

Services for Delaney

CHICAGO, April 3.—Services will be held here tomorrow for Tom Delaney, 67, theatre premium distributor here, who died on Friday of a heart attack. He is survived by Mrs. Patrick White and Mrs. Ray Mayer, both daughters. Burial will be at Mount Carmel Cemetery, Chicago.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE DAUGHTER OF ROSIE O'GRADY"
starring June Haver - Gordon MacRae
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Show

ALAN LADD
"CAPTAIN CAREY U.S.A."
co-starring WANDA HENDRIX
A MITCHELL LEISEN Production
A Paramount Picture
IN PERSON
MEL TORME
ELLA FITZGERALD
SAM DONAHUE and His Orchestra
JOHNNY MORGAN
VIC & ADIO
RAFAEL MENDEZ
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Allied of Wisconsin To Meet April 18-19

Milwaukee, April 3.—Allied of Wisconsin will hold its Northern regional in Green Bay on April 18-19. An expected 80 exhibitors will attend the meeting at which the theme will be showmanship.

WB, 20th Filing

(Continued from page 1)

legal requirement that would preclude the possibility of any new argument before the Supreme Court.

Already having decided on carrying the case back to the high court, there appears little chance that Loew's will miss the April 8 deadline.

Meanwhile, lawyers here point out that the lower court-directed schedule of filing plans for divorcement within six months and for divestiture within one year will be held in abeyance during the pendency of the decree stays. All three companies were granted 60-day stays of the order initially and these automatically will be extended to 90 days when notices of appeal are submitted. Loew's is expected to ask the Supreme Court to extend the stay until the top tribunal decides on the appeal.

Press Gives Wide Coverage To 'Riding High' Premiere

World premiere of Paramount's "Riding High" on Front Royal, Va., at the weekend was, and still is, a news event for press and radio, as clippings reaching New York yesterday showed that the "penetration" will be nation-wide.

"Breaks" so far include a running account of the premiere festivities sent throughout the country on the "A" wire of the Associated Press, and a wire-photo dispatched to Acme accounts.

Earl Wilson gave the premiere a paragraph in his syndicated column yesterday while New York coverage included a cut in the *Daily News,* a full page in the *Post,* and a back-page, two-column cut and news story in the *Herald Tribune.* Features are expected in forthcoming weekend editions in New York and elsewhere.

News treatment given the film, Bing Crosby and the premiere events in Washington, Baltimore and numerous Virginia newspapers was extensive. Banner streamers heralded the premiere last Friday and full pages of pictorial and newsprint layouts followed on Saturday and Sunday. As a result of this several Washington exhibitors have booked the film for extended periods, according to reports received here.

Radio-wise, Crosby was heard over three American Broadcasting full-network programs last weekend and a continuing tie-in with Columbia Broadcasting is now underway. Other promotions are with Decca Records and Swans Down Baking Co.

Jerry Pickman, Paramount's assistant advertising-publicity director. was in direct charge of the Front Royal celebration which began last Friday and continued through Sunday.

Arbitration Parleys

(Continued from page 1)

while the other was said to be "non-committal."

The replies were addressed to Pinanski and have been forwarded to him in Boston. He is not expected to comment on the replies until all distributor presidents have been heard from. Meanwhile, other TOA executives in New York declined to comment on the letters received other than to describe their nature in general terms. The two "favorable" replies include an expressed willingness to confer with exhibitor leaders on the possibility of setting up an arbitration system, it was said.

Encouraged by Smith

Considerable encouragement has been taken by TOA officials here from 20th Century-Fox distribution vice-president Andy W. Smith's recent statement that he will confer with the sales chiefs of other companies to determine the possibilities for the adoption of industry arbitration. Smith is chairman of the distribution committee of the Motion Picture Association of America, and is expected to bring up the subject of arbitration at the committee's next meeting. Pointing out yesterday that Smith has had success in the field of conciliation (the Smith-Berger plan), a TOA spokesman said he believed the 20th-Fox executive would have equal success in bringing the matter of arbitration to a head.

In the final analysis, the TOA spokesman said, the MPAA committee headed by Smith would probably be the "best channel" through which the industry could set up an arbitration system.

Ascap Decree

(Continued from page 1)

following the session, one committee member broached the idea and it was discussed, along with other matters pertaining to Ascap, in a general manner. There was some feeling, however, that the constitutionality of the decree is likely to be investigated at future meetings.

Meanwhile, copyright attorneys here say they have yet to hear from Ascap on the manner in which the Society proposes to collect from the producers.

'Samson' in 57

(Continued from page 1)

reported here yesterday by Paramount, the picture's distributor. The film will complete a 14-week run at the Rivoli on Broadway on Thursday.

It will open day-and-date on April 26 at Loew's Paradise in the Bronx, and Loew's Valencia in Jamaica, and at two Century theatres on Long Island. On May 3 it will begin its local engagements at the remaining Loew's and Century theatres.

Paramount reports that a series of meetings were held recently by Loew's, Century and Paramount advertising-publicity-exploitation staffs.

'Man' in Chicago

(Continued from page 1)

ly $10,000, eclipsed the grosses of the fifth and sixth weeks, "Third Man" will play an additional four weeks at the house simultaneous with the outlying dates.

The Seywyn will continue to charge 98 cents to $1.25 while the neighborhoods will charge normal admissions.

'Out of the Mouths Of Babes' Comes This

Washington, April 3.—The motion picture industry's anti-tax fight is certainly reaching the right people.

Rep. Foster Furcolo (D., Mass.) writes the Council of Motion Picture Organization's tax committee: "My son asked me to take him to the movies. He told me that I could get a card there and send it to someone in Washington and then we would all pay less for our movies and he could go more often. So you see, you have a friend in court."

"Out of the Mouths of Babes . . ." says COMPO tax committee chairman Abram Myers.

British Production

(Continued from page 1)

matograph Exhibitors Association, Kinematograph Renters Society, British Film Producers Association and the National Association of Theatrical and Kine Employes, told Jay, who is considered to be Chancellor of the Exchequer Sir Stafford Cripps' right-hand man, that the industry is in its greatest crisis, it was reported.

Britain Orders Data

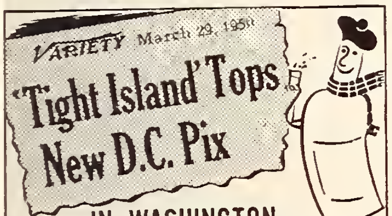
(Continued from page 1)

establish sound policies for the industry it needs an "up-to-date, official service of industry statistics." Demanded are information on payments for films and to employes, gross and net receipts, number of admissions and seats and other operating records.

The first return will cover the first quarter of 1950, and a similar inquiry will be carried out each quarter. The Board says the infomation will be held in strictest confidence.

NJ Allied Meet Set

Regular meeting of Allied Theatre Owners of New Jersey will be held April 11 at the Newark Athletic Club.


VARIETY March 29, 1950
'Tight Island' Tops New D.C. Pix
IN WASHINGTON...
"TIGHT LITTLE ISLAND" TOPPED THEM ALL!
A Universal-International Release

TWA offers the most flights weekly
direct to these cities in
EUROPE
PARIS ROME ATHENS
MADRID GENEVA ZURICH
For information, see your travel agent or call TWA.

Across the U.S. and overseas... you can depend on
TWA
TRANS WORLD AIRLINE
U.S.A. • EUROPE • AFRICA • ASIA

GREATEST STORY OF ALL
MAGNIFICENT!

POWERFUL!

A POWERFUL AND REVERENT PICTURE!
M. C. Torres presents
"THE SINNER OF MAGDALA"
(The Story of Christ and Mary Magdalena)
with Medea de Novara and cast of thousands
Two Years in the Making
The Story of a Devotion Unparalleled in the History of Human Experience.

HISPANO CONTINENTAL FILMS, INC.
25 West 45th Street, New York 19, N. Y. • LUxemburg 2-1700

What will probably be the most talked-about picture of the year, No Sad Songs For Me, is going into

RADIO CITY MUSIC HALL

On the opposite page is a sincere utterance of motion picture personalities which should interest all exhibitors in this Columbia Picture.

COLUMBIA PICTURES presents

NO SAD SONGS FOR ME

starring
MARGARET SULLAVAN · WENDELL COREY · VIVECA LINDFORS
with Natalie WOOD • John McINTIRE
Ann DORAN • Richard QUINE

Screen Play by Howard Koch • Produced by BUDDY ADLER
Directed by RUDOLPH MATÉ

No Sad Songs For Me

As fellow players in an industry of which we are proud, and to which we devote our talents and our efforts, we would like to make public our applause of the brave and tender story of *NO SAD SONGS FOR ME* and Margaret Sullavan for her amazing exposition of a woman's inner glory.

We are proud too of *PINKY, ALL THE KING'S MEN, SNAKE PIT, GENTLEMAN'S AGREEMENT*, and certain other motion pictures, which like *NO SAD SONGS FOR ME*, dealt with unusual subject matter.

This is a story of courage and people . . . not special people, but ordinary every-day people . . . with a background of an average middle-sized town.

Mary Scott is one of these people, a woman of courage . . . of great courage and spirit. There are thousands and thousands of Mary Scotts . . . They live in small hamlets and big cities. Life gives them the same benefits and the same penalties . . . and the same sacrifices.

But in telling the story of this particular Mary Scott and her great love for her husband and child, there is as well within the confines of a screenplay, a theme that is as wide as all humanity in its appeal . . . something that has gained momentum in newspaper headlines everywhere and will continue to hold the interest of the entire world until the eventual hoped-for day of solution.

The consequences of this forthright presentation of *NO SAD SONGS FOR ME* will echo and re-echo.

EDWARD ARNOLD
LUCILLE BALL
JOAN BENNETT
HUMPHREY BOGART
BRODERICK CRAWFORD

JOAN CRAWFORD
AL JOLSON
IDA LUPINO
DOROTHY McGUIRE
DICK POWELL

EDWARD G. ROBINSON
ROSALIND RUSSELL
LIZABETH SCOTT
SHELLEY WINTERS
TERESA WRIGHT

The Prize Baby TIPS HIS HAT *to*

20th CENTURY FOX LEADERSHIP!

SHOWMANSHIP

A nation of Showmen acclaims 20th Century-Fox, its Executives and top-flight Manpower . . . for their great contribution to the cause of Showmanship . . . as evidenced by their down-to-bed-rock Chicago Conclave . . . and Regional Showmanship meetings which followed.

It was a roll-up-your-sleeves-and-go-to-work effort . . . to which America's Box-Office trumpeters flocked . . . to join a "Back-To-The-Box-Office" crusade . . . that will arouse patrons to the BETTER ENTERTAINMENT provided by the MOVIES . . . *keep them interested* . . . and KEEP 'EM COMING!

The PRIZE BABY joins the swelling din of plaudits for the 20th Century-Fox *great job* . . . WELL DONE . . . and adds . . .

They've started the **BALL ROLLING!**
Let's **ALL** *keep it rolling . . .*
with **SHOWMANSHIP!**

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FILE COPY
DO NOT REMOVE

Mr. McCarthy

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

MOTION PICTURE ASSOC. OF
AMERICA, INC. (CHAMBERS)
28 WEST 44TH ST.,
NEW YORK 18,
N. Y.

VOL. 67. NO. 65 NEW YORK, U.S.A., WEDNESDAY, APRIL 5, 1950 TEN CENTS

'Free Movie Day' Urged as Trade Booster

TOA to Be Asked to Sponsor It Nationally

Washington, April 4.—A suggestion that the industry sponsor a "National Free Movie Day" will be recommended to the national leadership of the Theatre Owners of America by the local theatre owners association.

The idea, designed to win non-movie-goers back to the movie-going habit, was conceived by Lloyd Wineland, Jr., buyer for the Fairlawn Amusement Co. here. It was endorsed by the Metropolitan Theatre Owners Association of Washington yesterday and will be presented to TOA executive director Gael Sullivan at a special

(*Continued on page* 2)

GeneralConditions Healthy, Grainger Tells Stockholders

Industry conditions throughout the country are in general very healthy, with grosses at the "very good" level of 1943-1944, James R. Grainger, Republic executive vice-president, told the annual meeting of company stockholders here yesterday at Republic's home office.

Grainger, presiding in the absence of president Herbert J. Yates, who

(*Continued on page* 4)

Tax Deliberations Off Until April 18

Washington, April 4.—The House Ways and Means Committee today quit its tax deliberations until April 18, when the House will return from an Easter recess. Voting on excise tax cuts is expected to start soon after the Committee resumes its executive session work.

Kimbark Suit Is Settled; Ridge Nears Settlement

Chicago, April 4.—Settlement of the Kimbark Theatre anti-trust suit against major distributors and Balaban and Katz has been effected. Originally seeking treble damages of $510,000, terms were not disclosed.

The complaint charged the majors with conspiring to prevent the Kimbark from obtaining product until 73 days after Loop runs and granting clearance priority to the nearby Lex Theatre, operated by the Manta-Rose circuit (non-defendants) from March, 1941, to January, 1948, as well as to outlying B. and K.-houses.

The operator is Harry Nepo. Attorney for the Kimbark plaintiff is Seymour Simon.

Chicago, April 4.—An out-of-court settlement is being reached in the Ridge Theatre equity anti-trust case, defendant attorneys told Federal Judge John Barnes here today. He was to have tried the case on April 10, but granted a postponement to allow the defendants and plaintiff added time to settle a final point.

The 1,400-seat Ridge, operated by the Bartelstein circuit on the Northside, charged inability to compete for first-run product with B. and K.'s Granada and Uptown.

Since the suit was filed in 1948, the Ridge has won films on bids from both houses. The plaintiff's attorney is Seymour Simon.

119 NON-MEMBER COMPANIES OF MPAA USE ITS TITLE REGISTRY

The Motion Picture Association of America's Title Registration Bureau, in an annual report to MPAA president Eric Johnston, discloses that the bureau's facilities, at the end of 1949, were being used by 119 non-member producers and distributors in addition to 20 member companies of the association. There was a 57 per cent jump in participation over 1948 when 76 non-members cleared their picture titles through this MPAA operation.

Margaret Ann Young, director of the bureau, reports that 4,418 titles were submitted last year—the highest total since 1942. Of this number, 3,887 were accepted for registration. In addition, 183 titles were approved under provisions of the Production Code for non-members who are not signatories to the Title Registration agreement.

Titles turned down because of duplication of prior registrations numbered

(*Continued on page* 4)

Need Material Aid For 'Showmanship'

Max E. Youngstein

Distributors as well as exhibitors have an obligation to furnish "money, manpower and material" for converting the enthusiasm stirred by the 20th Century-Fox "Showmanship" meetings into local action, Max E. Youngstein, Paramount's advertising-publicity director, told a

(*Continued on page* 4)

DeMille Sees Video 'Great Box-office'

Television is going to be great box-office, Cecil B. DeMille declared here yesterday. He asserted that a number of ways will be developed to get the public to pay, among them being mechanical devices in which coins are

(*Continued on page* 2)

20th's Group Sales Plan is Experimental

"We think the idea of group selling is safe and sound but do not know how far we can go with it," A. W. Smith, Jr., 20th Century-Fox distribution vice-president, said here yesterday in disclosing that the company

(*Continued on page* 4)

Loew's Fights To Continue In Exhibition

Appeal Papers Say Total Divorce Not Warranted

Loew's argued yesterday for a reversal or modification of the divorcement decree entered by the U. S. District Court here on Feb. 8, in the New York trust case, charging the tribunal with "error" on 85 counts and contending that partial divestiture of theatres, and not total divorcement, could bring the company within the law.

Loew's arguments were set forth in a petition filed in Federal Court in New York for the right to appeal to the U. S. Supreme Court from the New York District Court's divorce-

(*Continued on page* 4)

Divorcement Time 'Too Long,' Appeal By US Is 'Probable'

Washington, April 4.—The government will probably appeal the New York Federal Court anti-trust decree to the U. S. Supreme Court if any of the three remaining major defendants does, a Justice Department spokesman said here today. The statement was made prior to the filing of appeal papers by Loew's with the Federal Court in New York late in

(*Continued on page* 4)

20th's Stockholders Will Meet on May 16

This year's annual meeting of 20th Century-Fox stockholders will be held on May 16 in the company's Little Theatre at the home office, at which Sypros P. Skouras, president, is scheduled to preside and report developments on the government's divorcement case.

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

BIGGEST EASTER SHOW EVER — BING CROSBY IN FRANK CAPRA'S RIDING HIGH

A Paramount Picture

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ARTHUR ABELES, managing director for Warners in Great Britain, will sail from England for New York on Friday.

•

Gil Golden, executive assistant to Mort Blumenstock, Warner advertising-publicity vice-president, and Mrs. Golden are the parents of a son, their third child, born yesterday at Norwalk Hospital, Norwalk, Conn.

•

William Howard, RKO Theatres assistant general manager, left here yesterday by plane for Cincinnati, first stop on a tour of RKO theatres in the Midwest.

•

Roy Haines, Warner Southern sales manager, will return here at the end of the week from a tour of Midwest branches.

•

John P. Byrne, M-G-M Eastern sales manager, will be in Boston this week from New York.

•

Gregory Ratoff, producer, is due to arrive here today from Europe.

•

Hal Wallis is here from Hollywood.

Video Will Help Eventually: Rank

Chicago, April 4.—"The film industry ultimately will benefit from television," J. Arthur Rank said during a stopover here en route to Kansas City, Denver and the West Coast.

While here, Rank met with E. F. McDonald, Zenith Radio president, further stimulating earlier reports that Rank product may be used for Zenith's Phonevision tests beginning Sept. 1. Neither McDonald nor Rank would comment on the report. Rank said 20 of his productions would be released during the next year in this country as compared to 30 last year. "If we make too many, the quality suffers," he said.

Rank Is Rhoden's Guest

Kansas City, April 4.—J. Arthur Rank arrived here today from Chicago and was the guest of Fox Midwest president Elmer C. Rhoden. He was also the guest of Universal-International, at luncheon. Tomorrow he will be the luncheon guest of leaders in the grain and milling field.

DeMille on Video

(*Continued from page* 1)

dropped, as well as the new Phonevision system. Speaking for the Screen Directors Guild, DeMille reiterated that the organization has claimed jurisdiction over all directors of both film and "live" television and will seek immediate action to bargain collectively for them. He said negotiations are already underway for contracts but refused to disclose details.

Hall, Roxy Draw Top Money; Other NY Runs Await Easter

New shows at the Music Hall and Roxy are drawing top money but business generally at New York first-runs continues only fair. "The Third Man," "Cinderella" and "Red Shoes" still lead the holdovers. All situations are set with their Easter presentations and theatremen in the area are looking for a substantial improvement in revenue.

"Cheaper by the Dozen," with Fran Warren and a holiday revue on stage, will probably give the Roxy a very heavy first week's gross of $110,000. At the Music Hall, "Daughter of Rosie O'Grady," with its Easter stage presentation, is figured to give the house about $142,000 in its initial week, representing top business. "Capt. Carey, USA," with Mel Torme, Ella Fitzgerald and Sam Donahue's orchestra on stage, should give the Paramount an estimated $60,000 in an adequate first week.

"The Third Man" continues to show box-office strength at the Victoria where the ninth week's take is estimated at $26,000, which is good money; the film has been drawing about the same amount for the past three weeks and is showing no signs of weakening. Another good holdover is "Cinderella," which is likely to give the Mayfair about $25,000 in its sixth week; "Guilty of Treason" will follow on Monday. "The Red Shoes," at the Bijou, best of the long-distance performers, should do about $8,000.

"Yellow Cab Man," with George Paxton and Artie Dann on stage, should reach about $26,000 in a dull second week at the Capitol; it will be replaced by "Reformer and the Redhead" on Saturday. "Barricade," with Billie Holiday and Count Basie, is figured to do about $30,000 in a fair second week at the Strand; it will be followed by "The Damned Don't Cry" on Saturday. "Buccaneer's Girl" at the Criterion is figured to do about $7,800 in its final six days (second week), which is rather sluggish, and it will be followed by "Love Happy" on Friday. "The Outriders" probably will do about $8,000 in a slow fourth and final week at the State and will be succeeded by "Nancy Goes to Rio" tomorrow.

"Comanche Territory" will bow in at the Rivoli on Saturday, following "Samson and Delilah." The latter might reach $13,000 in its 15th and final week, concluding an extremely successful run. "Golden Twenties" will go into the Astor on Saturday on the heels of "Three Came Home," which is slated to do about $13,000 in a fair sixth and final week. "The Astonished Heart" ended its seventh week at the Park Avenue with a very mild take of about $3,700 and it will be followed by "A Run for Your Money" on Saturday. "Tight Little Island" is holding up nicely at the Trans Lux, where the 14th week's business is estimated at $5,000.

New York Music Hall to Open At 7:45 A.M. for Easter Show

Radio City Music Hall will run extra performances of its Easter stage and screen program Friday and Saturday, and every day through Easter Week beginning Monday. Doors will open daily at 7:45 A.M. Presented with the Cathedral Pageant, "Glory of Easter," now in its 18th year, is "Springtidings," new revue by Leonidoff, and Warner's Technicolor musical, "The Daughter of Rosie O'Grady," starring June Haver and Gordon Macrae.

'Robinson' Premiere Proceeds to 'Youth'

Nick Kenny, columnist and aircaster, has been named chairman of a "Honor Jackie Robinson" Committee of Youth United, coordinating organization for eight youth settlement houses in New York. Kenny's committee will assume sponsorship of Eagle-Lion's "The Jackie Robinson Story," in its world premiere at the Astor Theatre here on May 16 as a tribute to the Brooklyn Dodgers star.

William J. Heineman, E-L sales vice-president, has announced that all premiere proceeds will be turned over to Youth United.

Windsor Suit Trial Set for May 22

Washington, April 4.—Trial of the Windsor Theatre's injunction and damage suit against major distributors has been set for May 22 as a result of a pre-trial conference before Judge Laws here today. On April 17, there will be a pre-trial conference of the Walbrook Theatre's breach-of-contract suit against 20th Century-Fox.

Eight Pre-Releases For 'Get Your Gun'

Eight special pre-release engagements of "Annie Get Your Gun" have beent set for May 2 by M-G-M. The towns are all Loew situations and include Dayton, Evansville, Hartford, Norwich, Cleveland, St. Louis, Atlanta and San Francisco.

Howard Dietz, advertising-publicity vice-president, has mobilized the home office, field and studio publicity and exploitation forces for one of the company's most intensive campaigns.

Dot Lind is now on a five-week tour exhibit the original rifle owned by Annie Oakley.

Kane Named to Palsy Drive Post

Sherwin Kane, editor of Motion Picture Daily, has been appointed chairman of the trade paper committee for the $5,000,000 fund-raising drive to be held by the United Cerebral Palsy Associations, it was announced here yesterday by Leonard H. Goldenson, president of United Paramount Theatres, and president of UCPA.

Newsreel Parade

THE return of Owen Lattimore to face Senator McCarthy and the meeting of Western chiefs at the Hague are current newsreel highlights. Complete contents follow:

MOVIETONE NEWS, No. 28—Census-taking. Western nations meet at t[illegible]ague. French explode Nazi war bomb. [illegible] es in the news: Owen Lattimore, Cap[illegible] rown, Walter Winchell, Garry Davis and Mel Allen. Veil fashions. Baseball. Wrestling. Gymnastics at West Point.

NEWS OF THE DAY, No. 262—Marshall warns "chips are down." Guns for Italy. Lattimore home, blasts McCarthy. Winchell honored for cancer work. New baseball attire. College gymnastic championships. Spring training for circus stars.

PARAMOUNT NEWS, No. 65—Marshall Plan two years old. Front Royal, Va.: "Bing Crosby Day." Conference in the Hague. Lattimore home to testify. Coast team first to wear baseball shorts.

TELENEWS DIGEST, No. 14-A—New York: Lattimore home to answer McCarthy charges. Munich: Czechs make air escape. France: On-the-scene films of murderer's capture. Passover celebrations. People in the news: Capt. Brown of the USS Missouri, Garry Davis and King Gustav.

UNIVERSAL NEWS, No. 340—Staff chiefs meet as arms leave for Italy. Treasury Secretary Snyder opens bond-buying drive. Cycle race. New baseball uniforms. West Point gymnastics.

WARNER PATHE NEWS, No. 67—People in the news: Owen Lattimore, Garry Davis, Irish Ambassador, President Truman. Philadelphia fire. ECA equipment to Morocco and Turkey. Atlantic chiefs meet at the Hague. West Point: National gymnastic show. Basketball. Hollywood: Baseball team wears shorts.

French Name Two to MPAA Advisory Unit

Motion picture producers of France have elected J. P. Frogereais and Robert Cravenne as their representatives to serve on the Motion Picture Association of America's Advisory Unit for Foreign Films, it was announced here yesterday by John G. McCarthy, MPAA vice-president in charge of international Affairs.

Frogereais is president of the French Film Producers Association and Cravenne, executive director of Uni-France Films, which was recently established as an organization embracing all branches of the French film industry. They will come to New York later this month.

'Free Movies'

(*Continued from page* 1)

meeting of the local association in mid-April, probably on the 18th.

The local exhibitors indicate they may try the idea out in Washington even if the TOA rejects it on a national scale.

The Wineland plan is the main item in a comprehensive business-boosting program that the local group hopes to put before Sullivan. Other plans include getting Hollywod stars to visit here, working out special trailers to advertise theatres on television, and speeding up the availability of top features. Sullivan has been asked to stop here on his way back to New York from Texas both in the hope that national TOA may take over some of the local ideas and also that it will support the local association's own plans.

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private lady of a public enemy!

WARNER BROS.

TRADE SHOW APRIL 10

eening Room
St. • 12.30 P.M.

y-Fox Screening Room
St. N.W. • 2:30 P.M.

ing Room
on St. • 2 30 P.M.

Screening Room
n St. • 2 00 P.M.

TTE
y-Fox Screening Room
ch St. • 2.00 P.M.

O
ening Room
bash Ave. • 1 30 P.M.

ATI
1h. Screening Room
Bldg. E. 6th • 8 00 P.M.

ND
ening Room
Ave • 8.30 P.M.

y-Fox Screening Room
St. • 2 00 P.M.

Screening Room
St. • 2 00 P.M

NES
Screening Room
• 12 45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2 00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2.30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1 30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2.00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2 00 P.M

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2·00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2 00 P.M

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8 00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2 30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1.30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1 00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2·30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1.30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2.00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2·00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1 30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10 30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St • 1 00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10 30 A.M

JOAN CRAWFORD DAVID BRIAN

FLAMING STARS OF 'FLAMINGO ROAD' MEET IN SCARLET SHADOWS AGAIN!

"THE DAMNED DON'T CRY!"

WITH STEVE COCHRAN
KENT SMITH • SELENA ROYLE

DIRECTED BY
VINCENT SHERMAN · PRODUCED BY JERRY WALD

Screen play by Harold Medford and Jerome Weidman • Story by Gertrude Walker

NEWS in Brief . . .

JUDGE Gregory F. Noonan has reserved his decision in New York Federal Court on a motion of Academy Awards Products, Inc., to restrain Bulova Watch Co. from using the words "Academy Awards" in the advertising of its watches. The plaintiff claims infringement of its trademark.

●

Hollywood, April 4.—"Headline," a 70-minute picture being produced here by the public relations department of General Motors, will be offered to distributing companies for handling as a straight entertainment feature for theatrical exhibition, GM executive John K. Ford confirmed today as production, previously regarded as a non-commercial undertaking, entered its 12th day, with shooting expected to total three weeks.

●

Los Angeles, April 4.—Cecil B. DeMille's "Samson and Delilah" will open its first suburban engagements in the Los Angeles territory as an Easter attraction, April 8 or 9, at theatres operated by Warner, Fox West Coast and United Artists circuits, in Santa Monica, Inglewood, Huntington Park, Pasadena, Beverly Hills, Glendale and Belvedere Gardens.

●

Ottawa, April 4.—The agreement between the American motion picture industry and the Canadian government whereby American films would not be restricted during Canada's current American dollar crisis has resulted in an "increase of millions of American dollars in the past two years," according to Don Henshaw who represented the Canadian government in movie deals during the war.

●

Despite import restrictions, the popularity of American films continues without abatement in the Argentine and exhibitors there are playing U. S. reissues to "terrific" business, Carlos Glucksman, head of United Cinemas of Buenos Aires, stated here.

●

Washington, April 4. — General Eisenhower was the dinner guest last night of 20th-Fox attorney Kenneth Royall. Motion Picture Association of America president Eric Johnston came here from New York to attend.

●

Irving Rubine, advertising-publicity vice-president of Stillman Productions, planes here from Hollywood tomorrow for conferences with United Artists' officials on three films.

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Review

"Comanche Territory"

(Universal-International)

THERE is always a stable market for a brawling, robust outdoor action drama in Technicolor. Producer Leonard Goldstein has endowed "Comanche Territory" with some elaborate production values, plus some eye-catching photography. Heading the cast of the film, which will have its world premiere at the Rivoli Theatre on Broadway on Friday, are Maureen O'Hara and Macdonald Carey, with support coming from Will Geer and Charles Drake. The story itself, of Indians being pitted against white men by selfish instigators, is fashioned pretty much along time-honored lines.

Set in the frontier days, the story opens with Carey, as Jim Bowie, traveling into Comanche territory to renew a treaty with them for the U. S. government. Bowie presently discovers that a group of outlaws, with the help of a forged treaty, are planning to usurp the Indian land and mine it for silver. Among the heads of the outlaws are Miss O'Hara, owner of the town saloon, and her brother, Drake. After some rough encounters with the Indians, Bowie convinces them that he is their friend, and endears himself further by teaching them how to use his famous Bowie knife.

The screenplay, by Oscar Brodney and Lewis Meltzer, based on the latter's story, is filled with galloping action and gunplay. In time, Miss O'Hara falls in love with Carey and shifts her allegiances from the outlaws to the Indians. As the picture proceeds to its explosive climax, there is a grand battle between the outlaws and the Indians, with justice triumphing. Miss O'Hara has a quite versatile role; she does such diverse chores as to vocalize, ride a runaway horse-and-wagon team, and clout some villains pretty savagely. Carey is ruggedly appealing in his role which he goes through with easy efficiency. George Sherman's direction emphasizes quickly-paced action all the way.

Running time, 76 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

Need Material Aid

(*Continued from page* 1)

meeting of the trade press here yesterday.

To that end, he said, Paramount is placing greater emphasis on cooperative advertising, has plans for enhancing its field exploitation force, is working on promotional tie-ins which will benefit small-town exhibitors, and is stressing "concentrated" personal appearance tours by its Hollywood personalities.

Youngstein said Paramount has increased its cooperative ad situations to 150, from 55, in recent months, and hopes to further develop the policy of sharing local advertising costs with exhibitors on a 50-50 basis after the first 600 lines, or their equivalent in media other than newspapers, the costs of which would be carried by the exhibitor out of his house budget.

He said the company has 20 temporary field men in its employ in addition to its permanent group of 11 and he aims to keep the number at 31 on a permanent basis. The temporarily-hired exploitation group is at work on "Samson and Delilah."

Conditions Healthy

(*Continued from page* 1)

was detained at the company's Hollywood studio, reported on his tour covering Republic's 32 branches and called prospects for the coming year "very, very good." Certain sections may have shown a slight decline in grosses due to local circumstances, Grainger said. He added that while television may have hurt a little at the box-office, it has not affected theatre business in general.

Re-elected by the stockholders to the board were Arthur J. Miller, Republic vice-president; Harry C. Mills, J. C. Penney Co. executive; Leon A. Swirbul, president of Grumann Aircraft, and Walter L. Titus, Jr., Republic vice-president. Elected for a three-year term was John J. O'Connell, president of Consolidated Molded Products Corp.

At a subsequent meeting of the board all incumbent Republic officers were re-elected.

20th's Sales Plan

(*Continued from page* 1)

will experiment with the plan with a group of eight releases for the April-through-June period.

Smith said that the company is considering a 100 per cent cancellation privilege for films sold in the group prior to trade showing, whereas only 20 per cent cancellation is called for by court order.

Each picture will be licensed separately for each theatre, he said, in complying with the court decree enjoining the conditioning of the sale of one film on the sale of others. Smith said his experience throughout the country has been that exhibitors do not know sufficiently in advance their future product line-up and that the April-June test should provide the remedy. Additionally, he said, the licensing of the group of eight films will give theatremen an opportunity to run the 20th-Fox institutional copy in which forthcoming bookings are listed.

The eight films are: "Under My Skin," "Cheaper by the Dozen," "Wabash Avenue," "The Big Lift," "Ticket to Tomahawk," "Three Came Home," "Night and the City" and "The Broken Arrow."

US Decree Appeal

(*Continued from page* 1)

the afternoon.

"The chances are that if any one of them appeals, we will," a Department official declared. He said the government would argue that the three-year divorcement period is too long and that the provision on theatre acquisitions is too loose.

MPAA Title Registry

(*Continued from page* 1)

250; 61 were rejected as unsuitable—an increase of five over the preceding year.

The Title Registration Bureau this year celebrates its silver anniversary. It was established in 1925 by member companies of the association following years of wrangling, suits and counter-suits over prior claims and plagiarism.

Johnston Bill Up At MPA Staff Meeting

Washington, April 4.—Top staff members of the New York and Washington offices of the Motion Picture Association will discuss the forthcoming Senate Interstate Commerce Committee hearings on the Johnson federal film licensing bill at a meeting at MPAA's offices here Friday. MPAA president Eric Johnston will preside.

Loew's Appeal

(*Continued from page* 1)

ment decision. The government is given 40 days, by statute, to file an answer.

The U. S. Supreme Court had decided that the vertical integration of production, distribution and exhibition is not illegal *per se*, the company states, and the lower court made no finding that Loew's integration was accompanied by a power or intent to control the market. In the absence of such a finding, the company complains, total divorcement is unwarranted and inconsistent with the Supreme Court's earlier decision in the case.

The company states: "The fundamental error of the District Court in this entire decision comes from its attempts to divine the ultimate conclusions desired by the Supreme Court, and to render a decision accordingly, rather than to carry out the instructions of that court as to how the legality of the defendants' theatre ownerships should be determined." Loew's thereupon charges the lower court with failing to investigate the legality of theatre ownership and, instead, "arbitrarily" deciding on findings of fact in the case.

Loew's asserts further that the New York court considered the defendants on an industry-wide basis instead of considering each as a separate enterprise in accordance with precedent opinions by the Supreme Court. The company also says "substantial questions" are raised by the fact that the operations of the company in 1945 were primarily considered rather than the present. Additionally, the court, in disregarding present industry conditions, failed to take into consideration the fact that RKO and Paramount are no longer defendants in the case, their theatres no longer are "affiliated" and this figures importantly in determining the existence or non-existence of monopoly power, Loew's argues.

The company charges that the divorcement decree denies its right to exercise "privileges expressly conferred by the Copyright Act."

If the Supreme Court decides to hear the appeal, Loew's next step will be a petition to that tribunal for a stay of the District Court's decree until the ultimate decision.

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ELLEN DREW · JOHN IRELAND

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Written and Produced by LIONEL HOUSER
Directed by EARL McEVOY

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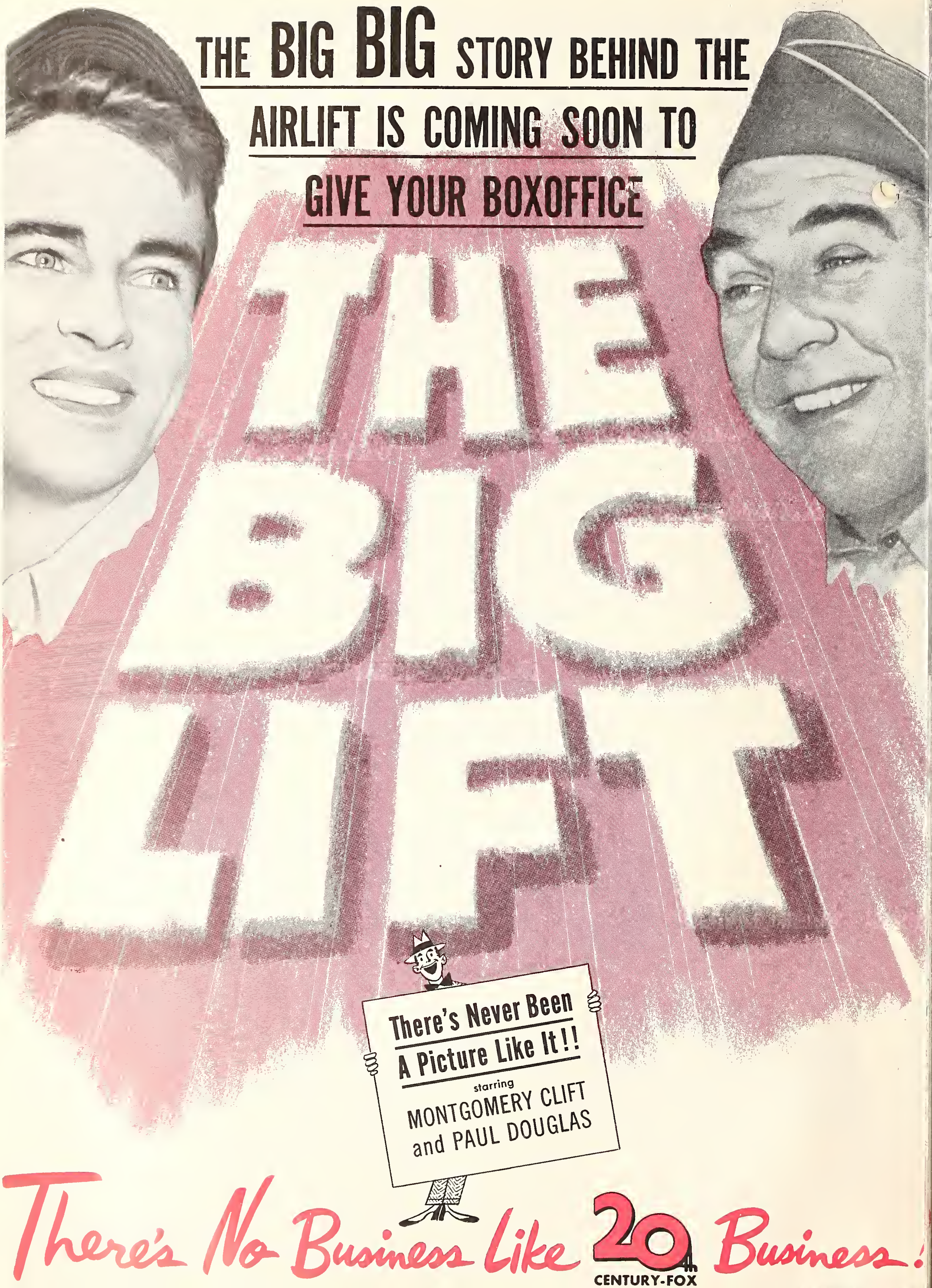

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MONTGOMERY CLIFT
and PAUL DOUGLAS

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL 67. NO. 66 NEW YORK, U.S.A., THURSDAY, APRIL 6, 1950 TEN CENTS

Gov't Should Aid US Films Abroad: Mayer

Industry's Achievements Cited at Business Parley

Motion pictures are the most powerful ambassadors of Americanism we have today, and it is the government's responsibility to send them into every nation on earth, Louis B. Mayer, Metro-Goldwyn-Mayer studio head, yesterday told 1,100 civic and business leaders.

Louis B. Mayer

Mayer and Dr. Robert A. Millikan of the California Institute of Technology were the principal speakers at the "Brand Names Day" luncheon held at the Waldorf-

(*Continued on page 7*)

Independents Profit By Planning: Rubine

"Independent producers are best-equipped to handle unconventional screen themes," Irving Rubine, Robert Stillman Productions' vice-president, said here yesterday.

"Independents can make extensive use of planning and pre-shooting rehearsals, and can investigate thoroughly the box-office potential of a film before entering into production," Ru-

(*Continued on page 10*)

Variety Convention Program Completed

New Orleans, April 5.—Program has been completed for the 14th annual convention of Variety Clubs International, April 26-29 at the Roosevelt Hotel here.

Registration, opening of club rooms at the hotel, the annual cocktail party and dinner at Antoine's Restaurant,

(*Continued on page 7*)

Plans for 8 Set by Para.

Sales and advertising plans for eight new pictures and new release dates for four were set at the opening session yesterday of a three-day meeting here of Paramount division managers.

A. W. Schwalberg, president of Paramount Film Distributing Corp., presided over the home office session attended by the following: Barney Balaban, Y. Frank Freeman, Paul Raibourn, Ted O'Shea, Oscar A. Morgan, Max E. Youngstein, Hugh Owen, J. J. Donohue, George A. Smith, Harry H. Goldstein, Gordon Lightstone, Al Kane, Henry Randel, Phil Isaacs, Jack Roper, Joe Walsh, Arthur Dunne, Marty Friedman, Fred Leroy, Henry Kohn, Jerry Pickman, C. J.

(*Continued on page 6*)

DuMont's Net Up; Seeks Stock Listing For Class A Shares

Net earnings of Allen B. DuMont Laboratories increased last year to $3,269,880 from the $2,701,767 net reported for 1948, the company has reported to the Securities and Exchange Commission.

DuMont filed with the SEC a registration statement for 250,000 shares of Class A common stock, declaring that "as soon as practicable," it will make application for listing of the Class A shares on the New York Stock Exchange.

All of DuMont's Class B common stock, or 560,000 shares, is owned by Paramount Pictures.

The March issue of "Electronic and

(*Continued on page 6*)

Producers Join Drive to Promote Public Goodwill

Hollywood, April 5.—Implementing the project conceived informally a fortnight ago here by William Perlberg and other 20th-Fox producers, 35 producers have voted for the formation of the Screen Producers Guild for the purpose of promoting industry public relations and engaging cooperatively in furthering the interest of motion pictures. Several studios were represented at an invitational meeting, held last night at the Beverly Hills Hotel, with a number of independent producers also attending.

Perlberg was appointed chairman of a steering committee which includes Robert Sisk, Bryan Foy, Sam Engel, Joseph Sistrom, Bert Kelly, Edmund Grainger, Michael Kraike and Samuel Bischoff. They will formulate organizational plans to be submitted at a meeting here on April 17 to which all producers are invited.

As approved by last night's gathering, the Guild will exclude studio production heads from membership, and will not engage in collective bargaining, nor will it overlap in any way on the province of the Associated Motion Picture Producers, the Society of Independent Motion Picture Producers, and the Independent Motion Picture Producers Association.

Four Trailers Set for Theatres and Public Use to Aid Palsy Campaign

Four film trailers will be employed widely to bring the message of the Cerebral Palsy Campaign fund to the attention of the public, it was announced here yesterday by Leonard H. Goldenson, president of United Paramount Theatres and president of the United Cerebral Palsy Associations, Inc., sponsors of the drive to raise $5,000,000 to aid palsy victims.

The four are: Audience collection trailer for use in theatres, a trailer for use in general lobby collections, an indirect appeal trailer, for use in private groups and clubs to solicit funds—for non-theatre use, and a television trailer.

The general lobby collection trailer will be used in May 7 issues of all newsreels.

Ascap's Rate Negotiations Are Underway

Pacts with Producers to Be Retroactive to Mar. 14

American Society of Composers, Authors and Publishers has initiated discussions with individual film companies and producers looking to an agreeable formula determining payments for the public-performance rights to the music catalogue of Ascap members.

Negotiations were started on the Coast last week by Fred Ahlert, Ascap president, and Herman Finkelstein, general attorney, and will be continued in New York shortly. Ascap's amended consent decree directs the Society to enter into agreements with each company or in-

(*Continued on page 6*)

SDG Signs Contract With Independents

Hollywood, April 5.—The Independent Motion Picture Producers Association, headed by I. E. Chadwick, and representing more than 30 independent producers, have agreed to all terms of a new basic agreement with the Screen Directors Guild for a period of eight years. The announcement was made here today by George Marshall, SDG president.

Terms of the agreement are substantially the same as the agreement made with the major producers, which was signed last March 13.

MPAA Annual Meet Set For April 13

April 13 has been set for the annual meeting of the Motion Picture Association of America. The original date was March 27, but postponement was necessary because a number of the directors could not be in New York on that date.

MPAA president Eric A. Johnston is expected to preside at the meeting which, in accordance with the association's by-laws, will be followed by the first quarterly meeting of the board.

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

THE EASTER PARADE WILL BE HEADED TO SEE BING IN FRANK CAPRA'S RIDING HIGH
A Paramount Picture

Personal Mention

E. K. O'SHEA, Paramount Film Distributing vice-president, has returned here from Boston.

•

Antonio and Billy Cansino, Hollywood performers, and brother and sister of Rita Hayworth, will fly from here on Saturday by way of Royal Dutch Airlines, for Paris, to visit Miss Hayworth and appear in a picture.

•

Dan Polier, Fox West Coast booker at Long Beach, Cal., and Mrs. Polier, who is the daughter of the late Dan Michalove, National Theatres vice-president, are the parents of a son, Daniel Michael.

•

Norman Eisenstein, Realart board chairman, and Carroll Puciato, manager of exchange operations, have returned here from a tour of the West and Midwest.

•

Robert L. Lippert, head of Lippert Productions, was in Dallas yesterday from the Coast as the luncheon guest of R. J. O'Donnell.

•

Peter Dana, Universal-International New York district manager, and Eugene Vogel, Albany manager, were in Gloversville, N. Y., yesterday.

•

Jay Eisenberg, M-G-M liaison between the sales and legal departments, returned here yesterday from a four-week tour of exchanges in the West.

•

Arthur Hoffe, of Columbia's studio story department, will leave here by plane for the Coast on Sunday after viewing current Broadway plays.

•

Gael Sullivan, Theatre Owners of America's executive director, will leave New York for Dallas at the weekend.

•

Samuel Goldwyn, who is visiting in New York, will appear on the television show, "Who Said That?" on Monday.

•

George Sydney, M-G-M director, and his wife, Lillian Burns, will leave here for the Coast on Sunday.

•

Will H. Hays is due to return to New York from the Coast around April 12.

•

Roy O. Disney, Walt Disney Productions president, will arrive here today from the Coast.

•

William B. Levy, Walt Disney worldwide sales supervisor, will sail from here for Europe tomorrow.

•

Sir Alexander Korda will sail from England for New York today.

•

Frank Capra, Paramount producer-director, is due here Monday from the Coast.

•

Lester Cowan, producer, is in Boston from the Coast.

Insider's Outlook

By RED KANN

EXPLAINING away studio unemployment laid at the doorstep of American production activity overseas, Eric Johnston also told the Hollywood Council of AFL Guilds and Unions this:

". . . Never in history has any nation's film industry been able to subsist on its own domestic market."

Isn't it about time this nation's industry did? Or, at least, come within a safe margin of self-containment?

■

Why do motion pictures have to be so different from other American businesses? It is the official Washington view that the percentage normally applied and widely accepted for overall export in American industry averages about five per cent and rarely goes above ten. If foreign markets contract or dry up, the loss of revenue becomes disturbing, of course. But so far as our research reveals, this is not sufficient to bring about tailspins. Nor does it send delegations to the wailing wall.

■

Y. Frank Freeman, president of the Association of Motion Picture Producers, recently told the American Society of Cinematographers in Hollywood that incomplete statistics on 1949 production indicate a loss from domestic operations. He estimated total investments at $250,000,000 and domestic return at $400,000,000 whereas $450,000,000 are required to reach the break-even point. The purpose of his argument was to show further reductions are inevitable provided the industry continues to rely principally on the domestic market.

Well?

■ ■

Twentieth Century-Fox did a world-wide distribution gross of about $94,00,000 in 1949 and showed a net of approximately $2,500,000 on that huge volume. Thus, the bulk of its net of $12,415,146 for the year came from its exhibition branch.

Merely another reason why the majors which have not yet divested want to stave of The Day as long as they can.

No one's divulging detail, not yet anyway, but the settlement terms in the second of Bill Goldman's anti-trust suits reputedly involve in the neighborhood of one million smackers in cash and Philadelphia theatre leases. He sought $2,800,000 in triple damages, claiming this represented the losses at his Erlanger through inability to obtain first run pictures against Warners from 1942-46. The second action was like his first from which he collected $375,000 in treble damages for 1941-42.

Goldman's getting first runs now.

■ ■

The Irving G. Thalberg award for distinguished service is issued at the discretion of the board of governors of the Academy. Some years it does; in others, does not. The report, conceivably garbled in its long journey across the country, is that Darryl F. Zanuck lost the distinction, so highly coveted by producers, by one vote.

This is regrettable. The board would have been on firm, justifiable and popular ground if the majority had voted: Yes.

■ ■

Shocker of the week is about a major company film salesman who was fired less than a dozen weeks before retirement and accruing benefits fell due.

Purely coincidental, of course.

■ ■

To Paul Lazarus: "What happened to your Arizona tan?"

Reply: "I've been back long enough to get the United Artists pallor."

■ ■

J. Arthur Rank was two days late arriving in New York from London. Storms delayed the *Queen Mary*.

Observed one observer: "Times sure do change. The *Queen Mary* wouldn't have dared two years ago."

■ ■

Eye Arrester: Ned Depinet at his usual table at "21," his tan deep enough to make the Phoenix Chamber of Commerce very happy.

Laud Producers' Aid

Hollywood, April 5.—Al Berry of Los Angeles, representing the Disabled American Veterans, has presented to Y. Frank Freeman, chairman of the Association of Motion Picture Producers, a bronze placque for the association's cooperation in producing "How Much Do You Owe?" The 10-minute short made in behalf of the DAV has already been shown in 13,787 theatres, believed to be a record booking for a documentary film.

Map Essaness
Circuit Drive

Chicago, April 5.—An intensifi
"Showmanship" drive was launch
today by the Essaness circuit at
meeting attended by all circuit theat
managers. Ralph Smith, general ma
ager, presided and was [illegible]ted b
Norman Kassell and Dic[illegible]elix
the publicity department.

Plans were mapped for the driv
with a positive rather than negati
approach to selling films as the ke
note of the discussion. Managers we
told to become completely famili
with all product to be screened.

The circuit will use 20th Centur
Fox "Showmanship" slogans in a
newspaper advertising, it was repor
ed. Smith in his remarks stress
that "all pictures have an audienc
and put it up to the managers to s
that that audience hears of the film.

Consolidated Win
Projection Dispute

An award has been handed down
David L. Cole, arbitrator, in favor
Consolidated Film Industries in
arbitration proceeding between Moti
Picture Laboratory Technicians Loc
No. 702 and Consolidated, involvi
the operation of 32mm. projecti
machines for inspection purposes.

The award permits Consolidated
continue its present method of ope
ating 32mm. projection machin
throwing two images. Following i
spection, the film is split into tv
16mm. strands. Because of the "f
vored nation" clause in its contra
with Local 702, Pathe Laboratori
represented by Jerome Phillips,
granted similar rights.

Joseph E. McMahon acted as a
torney for Consolidated. Local 7
was represented by Michael F. Pin

Freedgood Promote
To Nathanson Aide

Promotion of Mort Freedgood
the post of assistant to Mort Natha
son, Paramount publicity manag
here, has been announced by Max
Youngstein, advertising-publicity
rector. Freedgood, who joined Pa
mount in November as head of t
newly-created writing department, w
also continue in that position.

Freedgood has been associated wi
the industry since 1935, when he join
United Artists as a feature writ

Jones Reappoints Smit

Allen G. Smith has been reappoi
ed chairman of the membership a
SMPTE *Journal* subscription comm
tee of the Society of Motion Pict
and Television Engineers by Lee
Jones, general chairman of that co
mittee, and Smith, in turn, has rea
pointed the following committee me
bers: Ray Gallo, Bertil Carlson, T.
Gaski, Nathan D. Golden, C.
Horstman, William Kunzman, Os
Neu, P. D. Ries, C. W. Saeger, Ha
Sherman and C. R. Wood, Sr.

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nique Mixture at
th-Fox Premiere

The proprietor of a jive-joint, the nager and artists appearing at Metropole Restaurant, a violin- whose podium is a street corner, uture Rise Stevens, the driver of nilk truck, a composer, a Salva- n Army Band leader with his play- , the [illegible]dgers' team, a street ca- isel [illegible]presario, a hurdy-gurdy yer and a lunch wagon counter- n—all of these, and more will elbows with Sherman Billings- , a ferry boat captain and the naging director of Carnegie Hall the world premiere of "Music of nhattan" on Tuesday at 20th ntury-Fox's Little Theatre, New rk. All appear and play them- ves in "Music of Manhattan" ich Vyvyan Donner directed and mund Reek produced as a 20th- x Movietone short subject.

pain's Critics Cite
ergman, Milland

WASHINGTON, April 5.—Spanish n critics have selected Ingrid Berg- n as the best actress and Ray Mil- d the best actor of the year. Then y forwarded their "Oscars" to the ate Department here to deliver to iss Bergman and Milland. Similar ents have taken place before, and as had then, the State Department on s occasion asked the Motion Pic- e Association what to do with the ards. MPAA said State should d Milland's to Paramount and Miss rgman's to RKO. State will do so ortly. It says getting the "Oscar" m RKO to Bergman is RKO's oblem.

MPAA officials were disturbed over neral press reports of the whole cident, which gave the impression at MPAA was trying to duck ndling a "hot potato." They said ey practically always advise State similar cases to turn the awards er to the companies.

egion Reviews 9;
ates One as 'B'

Nine additional films have been re- ewed by the National Legion of ecency with one, Four Continents ilms' "Appointment with Crime," re- iving a "B" rating.

In Class A-1 are 20th Century- ox's "Cheaper by the Dozen," Uni- rsal - International's "Comanche erritory," Columbia's "Military cademy," and M-G-M's "Skipper urprised his Wife."

In Class A-11 are United Artists' -release of "City Lights," Repub- 's "House by the River," Eagle- ion's "It's a Small World," and Uni- rsal-International's "Rocking Horse inner."

-I Names Music Head

Joseph Gershenson has been ap- inted head of Universal-Internation- 's music department, succeeding the te Milton Schwarzwald, who died veral weeks ago. Gershenson had een assistant to Schwarzwald.

ing to Meet Exhibitors

OMAHA, April 5.—Julian King of ing Enterprises, Des Moines, will ld a meeting here tomorrow at the lackstone Hotel for 60 exhibitors.

Review

"The Damned Don't Cry"

(Warner Brothers)

THE story of an unscrupulous woman's rise from the drab life of a housewife to a position of elegance and power in social and underworld circles is recounted in "The Damned Don't Cry." Joan Crawford plays the difficult role of the calculating heroine and manages it with poise and competence. As a crime-and-retribution melodrama, it generates interest throughout. There are sequences which seem overly contrived, but absorption in the action leaves one unmindful of it. The reception from the public should be a reasonably popular one.

The provocatively-titled film introduces a quartet of men into the unsavory life of Miss Crawford as she goes from rags to riches to contrition. First there is her husband, Richard Egan, a Midwestern field worker whom she leaves when their son is killed in an accident. Ambition-bent, Miss Crawford starts learning the facts of commercial life as a model in a dress establishment. Here she meets the next man in her life, Kent Smith, a sincere, good-natured accountant. Miss Crawford steers him on relentlessly, until he becomes the "bookkeeping brains" of a large-scale gambling syndicate.

Head of the syndicate is suave and forceful David Brian who becomes the third man for Miss Crawford. He provides her with background and a cultural polish, but their relationship is *sub rosa* because Brian is already married. One day Brian detects an incipient insurrection in an outpost of his empire which, according to dialogue, consists of gambling, narcotics and prostitution, whereupon he dispatches Miss Crawford to the spot to do some undercover work for him. Mastermind of the rebellious drive is Steve Cochran, and as fate would have it, he falls in love with Miss Crawford.

Direction is sharp and it is to the credit of Vincent Sherman that he has never allowed the interweaving threads of the story to snarl.

As the story races to its turbulent climax, Miss Crawford finds herself being suspected of a double-cross by both Cochran and Brian. In a frenzy, Brian kills Cochran and wants to mete out the same fate to Miss Crawford, but she escapes. Up to this point in the story the events are told in flashback. In her hour of need, Smith comes to the aid of Miss Crawford, reports Brian to the police. As Brian finally stalks Smith down, Miss Crawford saves him by stepping in front of the former's discharged pistol. Brian is then shot down by Smith in the finale. Jerry Wald produced from the screenplay by Harold Medford and Jerome Weidman.

Running time, 103 minutes. Adult audience classification. Release date, May 13.

MANDEL HERBSTMAN

Coast Production up Two; 8 Films Start

HOLLYWOOD, April 5.—The production tally was increased by two this week, to a total of 28. Eight pictures started and six were completed. Started were: "Indian Territory," "That Bedside Manner," "Across the Badlands," Columbia; "Sideshow," Monogram; "The Old Frontier," Republic; "Treasure of Los Alamos," "Mad With Much Heart," RKO-Radio; "The Breaking Point," Warner Bros.

Completed were: "Last of the Buccaneers," Columbia; "A Life of Her Own," Metro-Goldwyn-Mayer; "Six Gun Mesa," Monogram; "Sunset in the West," Republic; "Winchester 73," Universal-International; "Lightning Strikes Twice," Warner Bros.

MGM, Gable Talk Deal

HOLLYWOOD, April 5.—Although no final deal has been set, discussions are underway at Metro-Goldwyn-Mayer to bring Clark Gable to the screen in "Lone Star," based on an original by Borden Chase and Howard Estabrook, dealing with the annexation of Texas. The story has been purchased by Gable and Z. Wayne Griffin, who will produce it. Chase will write "Lone Star" as a serial for publication in the *Saturday Evening Post.*

SDG Technical Forum

Magnetic sound recording will be the subject of the first of three technical forums slated for 1950 by the Eastern Screen Directors Guild. Speakers will be W. R. Hicks of Reevesound, and R. H. Ranger, president of Rangertone, with the first forum to be held Tuesday evening at the Reeves Sound Studios here.

Warner Revives Film Story of Will Rogers

HOLLYWOOD, April 5.—Revised plans for the production of a film based on the life of Will Rogers, as told in a biography written by the widow, the late Mrs. Betty Rogers, are announced by Warner, with release scheduled for next year.

Warner first acquired screen rights to the biography in 1941, shortly after magazine publication as "Uncle Clem's Boy," but production plans were deferred. According to Mitchell Hamilton, agent here in charge of business matters for the Rogers estate, Warner subsequently allowed its rights to lapse and paid $100,000 to reinstate them.

New Schlaifer Ad Course

Charles Schlaifer, president of Charles Schlaifer and Co., will open a new course on "Motion Picture Publicity and Public Relations" at the New School for Social Research, New York, on Wednesday, April 12. The course, given weekly for five weeks, is a concentrated workshop covering feature film advertising, publicity, radio and exploitation, also copy, layout, art work, scientific yardsticks in appraising audience appeal, and winning overall goodwill.

Congressmen See '20's'

Some 150 members of Congress, headed by Vice-President Barkley and Speaker Rayburn, attended a preview of Richard de Rochemont's March of Time feature, "The Golden Twenties," sponsored by the National Press Club as the highlight attraction of the Press Club's recent "Congressional Night" in Washington.

Coming Events

April 11—Allied Theatre Owners of New Jersey meeting, Newark Athletic Club, Newark.

April 12—Jewish War Veterans testimonial dinner for Louis B. Mayer, Waldorf-Astoria Hotel, New York.

April 13—Motion Picture Association of America annual meeting and MPAA quarterly board meeting, New York.

April 16—Actors' Fund benefit show, 46th Street Theatre, New York.

April 18-19—Allied of Wisconsin Northern regional meeting, Green Bay, Wis.

April 20—American Television Society luncheon meeting, Roosevelt Hotel, New York. Joseph I. Breen, Production Code Administrator, honor guest.

April 24-28—Society of Motion Picture and Television Engineers 67th semi-annual convention, Hotel Drake, Chicago.

April 26-29—Variety Clubs International annual convention, Roosevelt Hotel, New Orleans.

April 27—Amusement division of United Jewish Appeal dinner, Hotel Astor, New York.

May 1-31—Motion picture industry participation in United Cerebral Palsy Associations drive.

May 1-4—Columbia Pictures annual sales convention, first session, Drake Hotel, Chicago.

May 3-4—North Central Allied board meeting and annual convention, Minneapolis.

May 9-10—Allied Independent Theatre Owners of Kansas and Missouri annual spring convention, Phillips Hotel, Kansas City.

May 9-10—Midwestern and Southwestern Drive-in Theatres convention, Phillips Hotel, Kansas City.

May 15-18—Columbia Pictures annual sales convention, second session, Ritz Carlton Hotel, Atlantic City.

May 15-July 4—Motion picture industry participation in U. S. Savings Bond "Independence Drive."

May 16-17—Allied Rocky Mountain Independent Theatres annual convention, Cosmopolitan Hotel, Denver.

May 16-17—Allied Independent Theatre Owners of Iowa and Nebraska annual convention, Fontenelle Hotel, Omaha.

May 21-23—Motion Picture Theatre Owners and Operators of Georgia annual convention, Biltmore Hotel, Atlanta.

May 22-23—National Allied States board of directors meeting, Hotel Gayoso, Memphis.

May 23-25—Independent Theatre Owners of Arkansas annual convention, Hotel Marion, Little Rock.

May 24-25—Allied of the Mid-South spring convention, Hotel Gayoso, Memphis.

Fire in Circuit Office

ALBANY, N. Y., April 5.—Smalley Theatres' main offices at Cooperstown, N. Y., are continuing to function despite a fire which caused damage estimated at $50,000. The adjoining Smalley Theatre escaped damage because of a fire wall, but patrons were asked to leave.

QUESTION:

"Which picture is anticipated with greatest interest by the movie-going public?"

ANSWER:

"M-G-M's Technicolor Musical 'ANNIE GET YOUR GUN'!"

HOW DETERMINED:

An impartial nationwide survey was conducted on 20 top forthcoming releases of all companies.

CONCLUSION:

"More people will pay more money to see 'ANNIE GET YOUR GUN' than any other Technicolor musical in film history."

REAT NEWS
FROM M·G·M's
HEADQUARTERS!"
LOEW'S STATE
Coming
NNIE GET YOUR GUN
Loew's State
NANCY GOES TO RIO
GOES
IO

"ANNIE"

PRESS PREVIEW

Electrifies Industry!

M-G-M's "Annie Get Your Gun" Cheered at Loew's State screening!

Greatest Technicolor Musical
of all time is here!

ONE BIG ONE AFTER ANOTHER!

Have you heard about M-G-M's
"THE ASPHALT JUNGLE"
It is absolutely sensational!

"FATHER OF THE BRIDE" WOW!
Best seller hailed at Coast Preview
as box-office tonic to delight America!

Prediction!
"THE NEXT VOICE YOU HEAR"
will echo through the world!

Just received this wire!
"PREVIEW OF 'CRISIS' TERRIFIC! WATCH!"

No end to good news from California!

Riotous "Reformer and the Redhead" gets set for new comedy records nationwide as continued success is won by "Battleground," "On The Town," "Adam's Rib," "Malaya," "Ambush" and many more!

FIRST IN PICTURES–
AND THAT MEANS FIRST!
ESTERDAY! TODAY! TOMORROW!

Drive-in Opposition Grows in N. England

Hartford, April 5.—Opposition continues to mount against drive-in theatre projects in New England.

Opposition is stemming thus far from property owners and real estate men who contend that rezoning of tracts of land for drive-ins causes devaluation of remaining unused land in the area.

See 'IA'-Sopeg Decision Soon

National Labor Relations Board hearing officer Leonard Lurie has reserved decision following the hearing here of IATSE's claim to jurisdiction over the "white collar" employes of the Monogram New York exchange. The workers are now operating under a contract between Screen Office and Professional Employes Guild and the company, but "IA" Motion Picture Home Office Employes Local No. H-63 claims the "collarites" have transferred allegiance to the "IA."

Present at the hearing were H-63 representatives Russell Moss, Joseph M. Conlon and Harold Spivak and SOPEG representatives Belle Seligson and Selma Arnold. Lurie has made arrangements to examine company documents today prior to deciding whether an NLRB election should be held.

Carey, Indian Girl in 'Comanche' Buildup

Universal-International's pre-premiere promotion of "Comanche Territory," which has featured personal appearances of the "Comanche Queen," an Indian girl brought here from "Texas," and MacDonald Carey, co-star of the film, will be supplanted on the opening night, tomorrow at the Rivoli here, by a lobby encampment of eight Comanche Indians.

After a week in the Rivoli lobby, the Comanche Indians will move over to Macy's for another week's run.

Vote for Union Security

By a vote of 30 to four, salesmen of Film Classics yesterday voted in favor of a union security clause in their contract between the Colosseum of Motion Picture Salesmen of America and the company. Balloting took place at the National Labor Relations Board here.

Big 'Cinderella' Booking

RKO Radio has booked "Cinderella" in 112 theatres during the forthcoming no-school Easter week, including the entire RKO Metropolitan circuit, and in houses of Fabian, Loew's, Reade, Prudential, Skouras, Randforce, St. Cloud, Warner, Century and Brandt.

Briskin Buys Drive-in

Purchase of the Starlight Drive-in at Croton, N. Y., to a corporation headed by Murray Briskin, Upstate New York theatre circuit operator, is announced by Berk and Krumgold, theatre realty specialists here.

Review

"Wagonmaster"

(Argosy-RKO Radio)

DIRECTED and co-presented by John Ford under the production banner of Argosy Pictures, "Wagonmaster" is a Western that comes well within the highly respected Ford tradition. Here again is the bold, forthright photography of the majestic expanses and heights that characterize Western terrain. Here, too, is evidence of a serious attempt to give the stamp of verisimilitude to the characters and events that parade before the high horizons and broad vistas of some of the greatest scenery in the world. Yes, "Wagonmaster" is rich in these qualities, but it is lacking in the one that is necessary to complete what might be termed the Ford whole. It is almost entirely devoid of suspense and tension.

Additionally, the screenplay, co-authored by Frank Nugent and Patrick Ford, is practically plotless. It is a story about two young horsetraders of the old West, Ben Johnson and Harry Carey, Jr., who become wagonmasters for a Westbound covered wagon train of Mormons. The major obstacle in reaching Utah territory is a bandit band which attaches itself to the caravan to escape detection by a posse. Led by malevolently courteous Charles Kemper, who steals the picture, the bandits hold the threat of death over the pious Mormons until, in the final footage, an explosive gun battle between the bandits and Johnson and Carey results in no more bandits.

Performances are very good almost without exception. Johnson and Carey underact admirably; Ward Bond is fine as a cussin' Mormon; Alan Mowbray is good for a number of laughs as an imbibing quack in urban attire who, with actresses Joanne Dru and Ruth Clifford, join the caravan en route; Jane Darwell, Russell Simpson, Kathleen O'Malley, James Arness, Fred Libby, Mickey Simpson and Hank Worden do well in their supporting roles. The Sons of the Pioneers take over the sound track at various times to render appropriate ballads. Principal surprise: when a band of Indians rides down on the caravan in a spirit of battle only to invite the Mormons to their camp for a celebration dance. Merian C. Cooper co-presents the picture.

Running time, 86 minutes. General audience classification. Release date, April 22.

CHARLES L. FRANKE

Para. NY Meet

(Continued from page 1)

Scollard, Knox Haddow, George Schur and Monroe Goodman.

Schwalberg also discussed sales and promotion plans for "Samson and Delilah."

The Paramount sales chief announced that release dates have been established for four recently-completed pictures. This will give Paramount a total of eight new films to be released between now and August.

During July the company will release the Hal Wallis production, "My Friend Irma Goes West" and Pine-Thomas' "The Lawless." Slated for August are Wallis' "The Furies," and "Sunset Boulevard," produced by Charles Brackett and directed by Billy Wilder.

Other films discussed were: "Captain Carey, U.S.A.," set for April; "Riding High," which will open at the Paramount Theatre here April 12; "No Man of Her Own," set for May, and the Pine-Thomas Technicolor production, "The Eagle and the Hawk."

32 Additional Key Bookings for Paramount's 'Samson, Delilah'

Paramount has lined up 32 additional key bookings for Cecil B. DeMille's "Samson and Delilah" for the Easter holidays, it was disclosed here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

They include: April 8: Milwaukee, Washington, Brooklyn, St. Louis, Pasadena, Beverly Hills, Newark, Paterson, Atlantic City, East Liberty, Pa., and Olympia, Wash. April 9: Columbus, Mo.; Medford, Ore.; Harrisonburg, Va., and Huntington Park, Inglewood, Belvedere Gardens, Glendale, Santa Monica, Berkeley and Redondo, all in California. April 10: Batavia, N. Y. April 12: Albuquerque, Passaic and Vancouver. April 13: Chicago, Springfield, Mo., and Jersey City. April 14: Washington, Pa. April 15: Little Rock, New Orleans, and Middletown, N. Y.

DuMont's '49 Net

(Continued from page 1)

Communication Digest" stated that if DuMont stock "had the benefit of advertising given to listed stocks by the ticker tape and newspapers" it would probably be selling at an appreciably higher figure than its then current over-the-counter market quotations.

DuMont, a leader in television development, had net sales in 1949 of $42,406.121, compared with $25,658,461 in 1948. It received $2,435,966 in broadcasting income last year and $1,011,036 in the previous year. Cost of broadcasting operations also increased, from $2,435,424 in 1948 to $5,000,457 last year.

Current assets as of Jan. 1, 1950, were $15,438,458 and current liabilities were $6,859,443.

Another 17,000 Ask For Federal Tax Cut

WASHINGTON, April 5.—Rep. Helen Gahagan Douglas (D., Calif.) has renewed her demand for at least a 50 per cent reduction in the admission tax, noting that so far she has received petitions signed by 17,000 in her district for tax repeal. "These petitions," she said, "represent the feeling that is current not only among my own constituents but in the country as a whole—namely, that the tax is discriminatory, that it falls on those least able to bear it, and that the war emergency which engendered it has long since passed."

Six New RCA Screens

CAMDEN, N. J., April 5.—Six new specialized motion picture screens, said to provide theatres a selection for every purpose, were announced here by the theatre equipment section of RCA. The screens were designed with special reference to theatre size, lighting and type of equipment, according to J. F. O'Brien, theatre equipment sales manager.

Thieves See More Money in Popcorn

Nashville, April 5.—Apparently taking their cue from the belief of many exhibitors that there is more profit in popcorn sales than in ticket sales, thieves stole 10,000 pounds of popcorn from the warehouse of Blevin[illegible]op Corn Co., which supplies most of the theaters in this section. The loss is estimated to represent 120,000 bags of popcorn, worth about $12,000.

Unfortunately, digestivewise, the corn had not been cleaned or otherwise processed when stolen.

Ascap Talks

(Continued from page 1)

dependent producer separately, rather than setting an all-industry deal.

While both sides are said to b anxious for an early settlement o "fair rates," there have been no deal set as yet, it was learned. Presumabl when contracts are agreed upon the will be retroactive to March 14, whic was the date of entry of the Asca decree in Federal Court here.

Producers are free to choose eithe blanket licenses up to a full year' duration or take Ascap music on th basis of each composition individuall

Sets 'Open House' In Anti-tax Move

CARMEL, N. Y., April 5.—In a mov to dramatize the industry's figh against the 20 per cent Federal ta Stephen Saunders, co-owner of th Carmel Theatre here has arranged a "open house" at the theatre on Apr 13. No admissions will be charge but receptacles will be placed in th lobby so that voluntary contributio can be made.

The stunt, Saunders said, has bee approved by the Internal Revenu Bureau on a one-night basis, provide the donations are not compulsor The bureau turned down an earlie proposal that houses accept donatio rather than sell tickets.

Seven Studios Sign Westrex Contracts

Seven new motion picture recordi license agreements with studios Italy, England, India, France and Ne York have been completed by Westre Corp.

The studios which will install ne Western Electric equipment ar Teatri Della Farnesina, Rome; Bri ish Movietonews, London; Oldw Studios, Paignton, Devon, Englan Titanus, Rome, Oriental-Internation Films, Calcutta; ARTEC, Paris, a Emil Velazco, New York.

Thomas With Hallmark

COLUMBUS, O., April 5.—Ja Thomas has been appointed gener manager of Hallmark Productions Wilmington, O., according to an a nouncement to employes sent fro Paris by Kroger Babb, co-owner Hallmark. Babb is completing round-the-world trip.

Special Groups See 'Lawless'

Pine-Thomas' "The Lawless," the heme of which is the preservation of ivil liberties, has been screened by Paramount, the picture's distributor, or [illegible]bers of nearly every imporant [illegible]anization concerned with upolding civil liberties and for policy-making individuals in the fields of law, abor, politics and public relations, the ompany reported here yesterday.

The screenings were held during the past month in addition to regular newspaper and magazine previews for film critics and newspaper and magazine writers not usually included in screening lists, such as labor, political and editorial writers who reach readers who may not read amusement pages regularly, the company said.

In addition to the screenings, which were set up by Paramount national advertising-publicity director Max E. Youngstein and his staff, pre-release promotion of the picture has included personal appearances at the private previews by the picture's co-star, MacDonald Carey, who has also made numerous radio appearances and held many press conferences on behalf of the film.

Palsy Publicity Drive Is Ahead of Schedule

The publicity campaign for the $5,000,000 drive of the United Cerebral Palsy Association will be ready to roll weeks before the campaign begins on May 1, according to Max E. Youngstein, chairman of the public relations committee. He said that much of the month-long campaign copy, display cards and transcriptions now being prepared by Buchanan and Co. under the direction of William Boley will be ready within the next 10 days.

The material will include counter cards, a question-and-answer folder, six-by-nine folders, newspaper ads which were engraved over the week-end, and transcriptions made by six or seven Hollywood stars.

Variety Convention

(*Continued from page 1*)

evening dancing, entertainment and games have been arranged for opening day. April 27 will mark the first and second business sessions and will include a tour of the Old French Quarter for women guests. "Open house" will be held in the afternoon by the New Orleans Spring Fiesta Association. Evening will feature a Mississippi River show boat party.

The third and fourth and final business sessions will be held on the third day together with luncheon for barkers and guests, a special luncheon for ladies and another tour and a tea. Third-day business sessions will feature the annual Heart Reports by each tent. Dining and entertainment will mark the evening.

Unfinished business will be taken up at a brief business session on the final day. Individual cocktail parties for men and women will be followed by the Humanitarian Award Banquet in the grand ballroom of the hotel.

International chief barker R. J. O'Donnell will preside at business sessions. Chairmen of committees include Norman L. Carter, Irwin Poche, Rodney Toups and Chick Lewis.

Review

"A Modern Marriage"

(*Monogram*) *Hollywood, April* 5

EXTENSIVE pre-release publicity has accrued to this David Diamond production as a result of the fact that it is taken from the case book of the American Institute of Family Relations and because that organization's Dr. Paul Popenoe served as technical advisor.

In addition, Dr. Popenoe enunciates a preface, and the AIFR is named several times in the story, with Reed Hadley portraying Dr. Edward Anderson of the AIFR staff. Maybe the advance publicity will count in a box-office way, and Dr. Popenoe's services unquestionably were of value along the story line, but the picture would be better off without the preface, which starts off pretty discouragingly—no way to treat a snug little domestic story showing how a possessive mother can make life miserable for a young bride. It is the silver-cord theme again, dealt with a little differently, and from the family-advisor angle this time, with an unrenowned but competent cast running out the plot.

Sam Roeca and George Wallace Sayre wrote the script, which opens on a wedding from which the bride, Margaret Field, and the groom, Robert Clarke, go to a hotel room from which she flees in sudden panic to her home and attempts suicide. The two have been to see AIFR's Dr. Anderson before marrying, so he is called in to find out what made the bride run away, and does so through a series of talks with the bride, the groom, and the bride's mother, covering their past lives. He finds out the mother is responsible, explains to her why she is, and brings about a reunion of bride and groom. Direction by Paul Landres gives the story more motion than this slim synopsis suggests. William F. Broidy was associate producer.

It is primarily a woman's picture, of course, and probably not many among them will argue with the title, which could be, however, a little less wholesale in implication.

Running time, 66 minutes. Adult audience classification. Release date, not set.

Should Aid US Films Abroad

(*Continued from page 1*)

Astoria Hotel here yesterday by Brand Names Foundation, Inc.

"No medium has been so instrumental in popularizing commercial products as has the screen," Mayer told the gathering in the keynote address of the day. "Wherever our films are shown, there are also demonstrated the products of American industry. I suspect this may be why you invited me here today."

Called Industry's 'Dean'

Introduced by Brand Names Foundation president Henry E. Abt as the "dean of the American motion picture community," Mayer in his address quoted former President Herbert Hoover (when he was Secretary of Commerce) as having told President Calvin Coolidge that "our commerce used to follow ships carying the American flag into foreign ports. Today it follows our motion pictures." Mayer said he himself was a visitor at the White House when the statement was made.

"In the motion picture industry," Mayer declared, "we believe in advertising. We spend many millions every year to advertise our pictures. We know as you do that fine product is not enough. It must be merchandized and advertised so attractively and cleverly that it develops its own brand name appeal."

He pointed out that advertising of motion pictures differs from that of other commodities in that "no two pictures are alike. Every picture is a fresh creation. To create and then introduce to the public hundreds of new and different products each year is a formidable task indeed. But necessity is the mother of invention and our sales and advertising departments have met the challenge."

Mayer reminded the audience that the motion picture's "influence on the living and purchasing habits of people throughout the world is beyond estimate. If a motion picture scene shows a refrigerator, washing machine, a new type of furniture, a spring style, a trinket, novelty, something new in electric razors, or whatever the product may be, the resultant demand, the appetite and desire to possess is overwhelming. You advertise. You dramatize."

Meet Resistance Abroad

This far-reaching influence of the screen, he added, "is not entirelv appreciated in certain countries. There have been, in recent years, an intensified resistance in some foreign nations." Mayer said it would be good business not only for motion pictures if these foreign markets were opened, but for all American industry.

"Our motion pictures," he declared, "are the most powerful ambassadors of Americanism we could have. I believe it is the responsibility of our government to send them into every nation on earth if. for no other reason, than that there are countries who want to keep them out." The American motion picture is envied by every country in the world, he said. "What do you suppose any other nation would give to have a motion picture industry like ours."

Appeals to U. S. Business

The M-G-M executive called upon all industries to devote themselves to "fortifying the foundations of our democracy." He termed over-taxation a great danger, called for a balanced Federal budget, and said he hoped President Truman will continue to make use of the recommendations of the Hoover Commission.

Mayer concluded his address with an appeal to American business to "protect with all our strength" the system of free enterprise.

Color TV Is Years Away, DuMont Says

Buffalo, April 5.—Commercial color television will never replace black-and-white telecasts and it is two or three years away anyhow, declared Allen B. DuMont here in an address before the Buffalo alumni of Rensselaer Polytechnic Institute, Troy, N. Y.

"The television color receiver will always sell for twice as much as the black-and-white receiver and I think that factor means that at least 75 per cent of the sets sold when color is available will continue to be black-and-white models," he declared, adding: "It would cost as much to convert as to buy a color set."

TV Films for Free Called Real Threat To Industry's Future

Washington, April 5.—Exhibitors opposed to Phonevision are mistaking the real television challenge to the motion picture industry, according to film attorney Robert L. Wright.

Wright believes that free films on television, no matter how inferior the quality, constitute the real threat to superior films exhibited at a price.

While he is by no means convinced that Phonevision is a workable system, Wright feels that "sooner or later the only salvation the exhibitors have is to make home-viewers pay for their films. It is not to try to keep films off television, for that just can't be done. As soon as there are enough television sets the producers will insist on tapping that revenue source."

Wright feels that exhibitors will be just as helpless—both from an anti-trust law viewpoint and a business viewpoint—to keep current Hollywood films off television as they were to keep them from the drive-ins when the latter first developed.

The former Justice Department "trust-buster" admits his views on this matter have "been wholly unsalable to my clients because they go against their grain," but he feels the matter deserves consideration by top exhibitor leaders.

Operatic Film to Gordon

Gordon Films will handle domestic and foreign distribution of "A Concert Album," new musical featurette produced in New York by Viking Films, featuring the music of Chopin, Verdi, Mendelssohn and other composers, and starring Charles Kullman and Nadine Conner of the Metropolitan Opera. Gordon announced that "A Concert Album" will not be made available for television showings.

DeMille Data to Library

Washington, April 5.—Research material on life in the Near East during Biblical days, compiled by Cecil B. DeMille and a staff of researchers over a 14-year period, has been donated by the producer-director to the Library of Congress. Presentation to librarian Luther H. Evans was made by Mrs. Jefferson Marshall, DeMille's sister-in-law.

ANOTHER *Plus* PI

... gr

This is the exploitation campaign that made these lines at the box office of the

FOX THEATRE
St. Louis

Premiere opening

- Victor Record tie-up on Vaughn Monroe with 11 x 14 counter cards in 50 key locations.
- Special Plugs — radio news editors and disc jockeys.
- College and School Papers — Reams of Publicity.
- Camel Cigarette tie-up in 400 dealers' windows.
- 1000 juke boxes St. Louis area to h stickers plugging M roe records and Premiere.
- Quaker Oats tie-up 200 grocery store w dows.
- Vaughn Monroe c test with disc jocke "VAUGHN MONRO MY FAVORITE SIN BECAUSE" . . . Sta KXCK.

VAUGHN MONROE
"SINGING GUNS"
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'S FAMOUS ADVENTURE NOVEL

GING GUNS

AINES · WALTER BRENNAN · WARD BOND

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VAUGHN MONROE in MAX BRAND'S FAMOUS ADVENTURE NOVEL **"SINGING GUNS"** IN TRUCOLOR

co-starring **ELLA RAINES · WALTER BRENNAN · WARD BOND** with JEFF COREY • BARRY KELLEY Screen Play by Dorrell and Stuart McGowan

Produced by PALOMAR PICTURES CORPORATION • Associate Producer—Melville Tucker • Directed by R. G. Springsteen • ABE LYMAN, Executive Producer

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"The Heart of Show Business"

LAST CALL!

14th ANNUAL CONVENTION OF

VARIETY CLUBS INTERNATIONAL

April 26th to 29th, 1950

ROOSEVELT HOTEL, NEW ORLEANS, LA.

BARKERS OF VARIETY CLUBS AND INDUSTRY PEOPLE PLANNING TO ATTEND THIS OUTSTANDING GET-TOGETHER ARE URGED TO SEND IN THEIR REGISTRATION FEE AND HOTEL RESERVATIONS WITHOUT DELAY.

REGISTRATION FEE: FOR MEN $35
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Fee covers complete entertainment program for four solid days including magnificent Humanitarian Award Banquet on Saturday night.

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PLEASE RUSH YOUR RESERVATIONS TO
VARIETY CLUBS INTERNATIONAL
801 MERCANTILE BANK BUILDING
DALLAS, TEXAS

"The Heart of Show Business"

Independents Profit: Rubine

(*Continued from page* 1)

bine added, pointing out that this approach is often ruled out for the majors by their relative high overhead.

It is on this basis that the Stillman unit has set its initial production schedule of three features for United Artists release, Rubine said. The first will be "Sound of Fury," a film of mob-violence and lynching, which will go into production at Phoenix on May 1. Budget is set at $417,000 and 10 days of rehearsals will precede the 18-day shooting schedule.

The second, slated to begin on June 1, will be "Queen for a Day," comprised of four separate short stories of widely diversified nature. The third, "Island in the Sky," concerns the Air Transport Command in the Canadian wilderness.

Robert Stillman was a partner with Stanley Kramer in Screen Plays Productions. He and his father, John Stillman, formerly the owner of department stores in the Midwest, made an investment of $350,000 [illegible] the Screen Plays' productions, [illegible]ampion" and "Home of the Brave." The younger Stillman figures he will have drawn about $700,000 out of the deal by the end of 1951, Rubine said. Robert Stillman is supplying his own second and end money financing in the present project, Rubine said. The deal with UA calls for the delivery of six pictures in three years.

Rubine is here from the Coast to set up sales and publicity staffs for the Stillman unit.

Ned Depinet Drive At Half-way Mark

New Orleans, with J. R. Lamantia as branch manager, retains its lead at the end of the 13th week, the half-way mark, in the standings of RKO Radio's "1950 Ned Depinet Drive" which got under way on Dec. 23. Atlanta, I. P. Stone, manager, and Memphis, R. V. Reagin, manager, again finished second and third respectively thereby maintaining their all-Southern supremacy in the standings. Kansas City, J. W. Lewis, manager, crashed the "big four" by supplanting Oklahoma City for that position.

St. John's and Calgary, Arthur Lee-White and A. E. Elliott, branch managers respectively, maintained their one-two position in the Canadian district. Continuing its lead of the nine districts is Southeastern, David Prince, manager, with Canadian, Leo M. Devaney, manager, finishing second, and Rocky Mountain, A. L. Kolitz, manager, coming home in third.

In the divisional standings, North-South, headed by Charles Boasberg, again placed first with Western and Eastern finishing second and third. The latter two divisions are headed by Walter E. Branson and Nat Levy respectively.

The "1950 Ned Depinet Drive," as announced by Robert Mochrie, RKO Radio sales vice-president, covers a 26-week period through June 22.

Benny Will Appear At Variety Benefit

CINCINNATI, April 5.—The Cincinnati Variety Club, tent No. 3, has booked Jack Benny and his radio cast for a single performance here on May 28, possibly at the 12,000-seat Cincinnati Garden, for which rental negotiations now are pending. Net proceeds will go to help finance the club's foundling home, with a partial distribution to Cerebral Palsy, Inc., according to Vance Schwartz, chief barker, who estimates a gross of at least $25,000.

Scott to Freelance

HOLLYWOOD, April 5.—Warner and Zachary Scott announce jointly that the actor's seven-year contract, which will end in a few weeks, will not be renewed by mutual consent. Scott, who has starred in 15 Warner pictures during the seven years, has elected to free lance in the future.

To Spend $20-Million On Mexican Filming

MEXICO CITY, April 5.—Mexico is to loom larger on the film production map in the next 12 months, for besides a sizeable home production program, U. S. and European producers will spend between $20,000,000 to $30,000,000 making pictures in this country in that time. So announced Andres Serra Rojas, director general of the Mexican trade's own bank, the Banco Nacional Cinematografico, after a long interview with President Miguel Aleman.

Many top U. S. and European companies have filed applications for permits to produce in Mexico, he said. The cheap peso, now 8.65 per dollar, and good studios, climate and human elements—from players to technicians—are factors in the growing interest in Mexico of American and European producers, the banker said. All that is asked of them is that they obey Mexican law which makes obligatory employing a majority of Mexicans—players, directors and technicians—in each film, though some foreign directors, stars and technicians are allowed.

New Drive-in Opens Near Nashville

NASHVILLE, April 5.—The new 600-car drive-in at Gallatin Road and Old Hickory Boulevard, will open this week, according to Charles Henritz, of Colonial Theatres Corporation.

The outdoor theatre occupies 12 acres, is equipped with RCA projection and "dual channel" sound equipment and "moonlight" illumination.

U-I Writer in New York

Martin Ragaway, co-author of Universal-International's "Ma and Pa Kettle Go to Town," is here from the Coast for press interviews and appearances on radio and television shows as part of the promotion of the U-I film, which will open in 32 RKO theatres here on April 16.

49 E-L Films for Video

DETROIT, April 5.—Richard E Jones, vice-president of the Fort Industry Co., has signed a deal with Eagle-Lion whereby E-L will supply 49 features to WJBK-TV, for a reported rental price of $12,250, to become a regular weekly supplement to WJBK-TV's programming.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
Mar. 12	(Mar. Releases) **THE PALOMINO** (Color) Jerome Courtland O—73 min. (Rev. 2/2/50)	(Mar. Releases) **THIRD MAN** Joseph Cotten Valli D—104 min. (Rev. 1/31/50)	**BLACK HAND** Gene Kelly D—93 min. (Rev. 1/19/50)	**KILLER SHARK** Roddy McDowell D		**FEDERAL AGENT AT LARGE** Dorothy Patrick Robt. Rockwell D—60 min. (Rev. 3/21/50)		(Mar. Releases)		(Mar. Releases) **THE KID FROM TEXAS** (Color) Audie Murphy Gale Storm D—78 min. (Rev. 2/23/50)	
Mar. 19	**BLONDIE'S HERO** Penny Singleton Arthur Lake C—67 min.	**GLASS MOUNTAIN** Valentina Cortesa M-D-90 min. (Rev. 1/13/50) **THE GREAT RUPERT** Jimmy Durante Tom Drake C—87 min. (023) (Rev. 12/30/49)	**CONSPIRATOR** Robert Taylor Elizabeth Taylor D—87 min. (Rev. 2/7/50)		(Mar. Release) **PAID IN FULL** Robert Cummings Lizabeth Scott D—105 min. (Rev. 12/22/49)	**TWILIGHT IN THE SIERRAS** (Color) Roy Rogers O—67 min. (Rev. 4/3/50) **HOUSE BY THE RIVER** Louis Hayward D—88 min. (Rev. 3/24/50)	**TARZAN AND THE SLAVE GIRL** Lex Barker D—74 min. (Rev. 3/21/50)	**MOTHER DIDN'T TELL ME** Dorothy McGuire Wm. Lundigan C-D—88 min. (Rev. 2/1/50) **UNDER MY SKIN** John Garfield Micheline Prelle D—86 min. (Rev. 3/10/50)	**QUICKSAND** Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	**BUCCANEER'S GIRL** (Color) Yvonne DeCarlo Philip Friend D—77 min. (Rev. 3/1/50)	**PERFECT STRANGERS** Ginger Rogers Dennis Morgan D—88 min. (Rev. 2/28/50)
Mar. 26	**BODYHOLD** Willard Parker Lola Albright D—63 min. (Rev. 1/13/50)	**THE GOLDEN GLOVES STORY** James Dunn Kay Westfall D—		**SQUARE DANCE KATY** Jim Davis Vera Vague		**CODE OF THE SILVER SAGE** Alan Rocky Lane O **HARBOR OF MISSING MEN** Richard Denning D				**OUTSIDE THE WALL** Marilyn Maxwell Richard Basehart D—80 min. (Rev. 2/6/50)	(Color) **BARRICADE** Ruth Roman Dane Clark Raymond Massey D—75 min. (918) (Rev. 3/7/50)
April 2	(April Releases)	**BOY FROM INDIANA** Lon McCallister Lois Butler D—66 min. (Rev. 3/29/50) **THE FIGHTING STALLION** Bill Edwards Doris Merrick D—62 min.	**YELLOW CAB MAN** Red Skelton Gloria De Haven C—85 min. (Rev. 2/17/50)			**VANISHING WESTERNER** Monty Hale O	**THE CAPTURE** Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50) **THE GOLDEN TWENTIES** (March of Time Documentary) 68 min. (Rev. 3/17/50)		**CHAMPAGNE FOR CAESAR** Ronald Colman Celeste Holm D-C—99 min. (Rev. 2/7/50)		
April 9	**WOMAN OF DISTINCTION** Rosalind Russell Ray Milland C-D—85 min. (Rev. 2/24/50) **MILITARY ACADEMY** Stanley Clements D	**FORBIDDEN JUNGLE** Don Harvey Forrest Taylor D	**SIDE STREET** Farley Granger Cathy O'Donnell D—83 min. (Rev. 12/23/49)	**GUN ROAR IN ROCKHILL** Whip Wilson O	(April Releases)			(April Releases)		(April Releases)	**STAGE FRIGHT** Jane Wyman Marlene Dietrich Michael Wilding D—110 min. (Rev. 2/23/50)
April 16	**CARGO TO CAPETOWN** Broderick Crawford Ellen Drew D—80 min. (Rev. 3/31/50)	(April Releases) **THE PERFECT WOMAN** Patricia Roc Stanley Holloway D—87 min. (015)	**THE OUTRIDERS** Joel McCrea Barry Sullivan O—93 min. (Rev. 3/6/50)	**MYSTERY AT THE BURLESQUE** Garry Marsh D **JIGGS AND MAGGIE OUT WEST** Joe Yule C—66 min. (Rev. 3/22/50)	**RIDING HIGH** Bing Crosby Coleen Gray D-M—112 min. (4917) (Rev. 1/9/50) **CAPTAIN CAREY, U. S. A.** Alan Ladd Wanda Hendrix D—83 min. (4918) (Rev. 2/21/50)	**WOMEN FROM HEADQUARTERS** Robert Rockwell D	**WAGONMASTER** Ben Johnson Harry Carey, Jr. O	(Color) **CHEAPER BY THE DOZEN** Jeanne Crain Clifton Webb C—85 min. (Rev. 3/27/50)	**D. O. A.** Edmond O'Brien Pamela Britton D—83 min. (Rev. 1/4/50)	**MA AND PA KETTLE GO TO TOWN** Marjorie Main Percy Kilbride C—70 min. (Rev. 3/29/50)	
April 23	**TYRANT OF THE SEA** Rhys Williams Ron Randell D—70 min. **OUTCAST OF BLACK MESA** Charles Starrett O	**KIND HEARTS AND CORONETS** Dennis Price Valerie Hobson D						(Color) **WABASH AVENUE** Betty Grable Victor Mature Phil Harris M-D—92 min. (Rev. 3/31/50)		**ONE WAY STREET** James Mason Marta Toren D	**THE DAUGHTER OF ROSIE O'GRADY** (Color) June Haver Gordon MacRae M-104 min. (920) (Rev. 3/29/50)
April 30		**KILL OR BE KILLED** Lawrence Tierney George Couloris D		**WEST OF WYOMING** Johnny Mack Brown O—57 min.					**JOHNNY ONE EYE** Dolores Moran Wayne Morris Pat O'Brien D—78 min.		
May 7	(May Releases)	(May Releases)	**PLEASE BELIEVE ME** Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)			**HILLS OF OKLAHOMA** Rex Allen O	**THE WOMAN ON PIER 13** Laraine Day D-73 min. (Rev. 9/21/49)	(May Releases)		(May Releases) **COMANCHE TERRITORY** (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	**THE DAMNED DON'T CRY** Joan Crawford David Brian D—103 min. (921)
May 14	**NO SAD SONGS FOR ME** Margaret Sullavan Wendell Corey D **FORTUNES OF CAPTAIN BLOOD** Louis Hayward D	**JACKIE ROBINSON STORY** Jackie Robinson D **WINSLOW BOY** Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	**SHADOW ON THE WALL** Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)		(May Release) **NO MAN OF HER OWN** Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)		**THE SECRET FURY** Claudette Colbert Robert Ryan D	**A TICKET TO TOMAHAWK** Anne Baxter Dan Dailey D	**SO YOUNG SO BAD** Paul Henreid Catherine McLeod D	**I WAS A SHOPLIFTER** Scott Brady Mona Freeman D-74 min.	
May 21			**THE BIG HANGOVER** Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)			**SALT LAKE RAIDERS** Alan Rocky Lane O		**THE BIG LIFT** Montgomery Clift Paul Douglas D			

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: March)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: March)

FILM CLASSICS

FOUR DAYS' LEAVE
Cornel Wilde
D—98 min.
(Rev. 3/23/50)
(Release: March)

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: March)

THE VICIOUS YEARS
Tommy Cook
D—79 min.
(Rev. 2/23/50)
(Release: March)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: April)

CONGOLAISE
(Doc.)
(Release: April)

GOOD TIME GIRL
Jean Kent
Flora Robson
D
(Release: April)

LIPPERT

EVERYBODY'S DANCIN'
M
(Release: 3/31)

WESTERN PACIFIC AGENT
D—65 min.
(Release: 3/17)
(Rev. 3/23/50)

COLORADO RANGER
O
(Release: 4/21)

HOSTILE COUNTRY
James Ellison
O
(Release: 3/24)

MARSHAL OF HELDORADO
O
(Release: 4/7)

OPERATION HAYLIFT
Bill Williams
D
(Release: 4/25)

CROOKED RIVER
J. Ellison
D
(Release: 5/5)

HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

FAST ON THE DRAW
J. Ellison
D

Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

"IF 'CHEAPER BY THE DOZEN' IS AN EXAMPLE OF WHAT'S TO COME, THEN 20th-FOX'S SLOGAN 'MOVIES ARE BETTER THAN EVER!' MEANS JUST WHAT IT SAYS!" —*Variety*

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MOTION PICTURE DAILY

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VOL. 67. NO. 67 NEW YORK, U. S. A., FRIDAY, APRIL 7, 1950 TEN CENTS

Currency Aid For British Producers Set

US Companies' Blocked Sterling Now Available

By PETER BURNUP

LONDON, April 6.—An agreement whereby British producers are enabled to exchange their currencies frozen in various foreign countries for the unremittable pounds sterling of American companies here, has been entered into by the British Film Producers Association with the Motion Picture Export Association, it was announced today by the BFPA.

The arrangement is described as an American goodwill gesture to help provide struggling British producers with additional finances to carry on production here. It is estimated there is slightly over $2,000,000 in frozen sterling here which could be utilized.

American sources also maintain that any currency defreezing device is, *ipso facto*, a good influence on the international trading scene for all con-

(Continued on page 3)

Outline Palsy Drive Plans

A 12-point plan for exhibitor participation in the $5,000,000-United Cerebral Palsy Associations' drive, May 1-31, has been sent by Leonard H. Goldenson, UCPA president, to campaign field workers, including 35 executives affiliated with United Paramount Theatres, which is headed by Goldenson.

The plan includes the following suggestions: Enlist a treasurer, prefer-

(Continued on page 2)

Lippert Expanding Distribution Outlet

HOLLYWOOD, April 6.—Lippert Productions will make six "big-budget" films, on a par with "The Baron of Arizona" during the company's new production year starting June 1, in

(Continued on page 2)

Counsel Urges NLRB to Take Jurisdiction on All Theatres

WASHINGTON, April 6.—The general counsel of the National Labor Relations Board today urged the board to take jurisdiction over all motion picture theatres, whether members of interstate chains or not.

The board in the Princess Theatre case took jurisdiction over labor disputes in theatres that were part of interstate chains, but ducked a ruling on theatres that were not parts of chains. Recently, board trial examiner Reeves Hilton, in a case involving an unfair labor practice charge by Harold P. Douglass, Jr., against the Philadelphia IATSE local and Keamco, Inc., operator of the Royal Theatre there, said the board legally

(Continued on page 3)

Philadelphia Spurs Showmanship Drive

PHILADELPHIA, April 6.—Leading exhibitors of the local metropolitan area met here today and drafted a program of definite showmanship ideas to increase theatre attendance in line with the 20th Century-Fox national showmanship endeavor.

The program contemplates a series of institutional ads in newspapers, on radio and television; a public pledge that savings from elimination of the Federal admission tax will be passed

(Continued on page 3)

Schwartz to Deliver 30 to Eagle-Lion

Thirty "exploitation specials" and Westerns have been set for delivery to Eagle-Lion during the coming year by Jack Schwarz Productions, it was announced here yesterday by William J. Heineman, E-L distribution vice-president in charge of distribution. The lineup includes four James Oliver Curwood outdoor adventure; three groups of six "Gold Medal" features, and eight "Range Riders" Westerns.

The four Curwood stories are: "Ranger Patrol," "Timber Fury," "Forest Frontier" and "Lumber Law." The first group of "Gold Medal" fea-

(Continued on page 2)

Await Action on 'Free Movie' Plan

WASHINGTON, April 6.—The suggestion that the Theatre Owners of America sponsor a "National Free Movie Day" was not formally discussed or endorsed by the local Theatre Owners Association at its meeting here Monday, according to its president, A. Julian Brylawski, who admitted, however, that the idea has been suggested by Lloyd Wineland, Jr., and will be on the agenda at a meeting to be held next week.

Other members of the Association said that while the subject was not on the agenda Monday, it was talked

(Continued on page 3)

SWISS PLEDGE SUPPORT AT EINFELD SHOWMANSHIP MEET

Shorts Market On Rise, Morgan Says

Analyzing short subject market potentialities at the second day's session of Paramount's three-day division managers meeting here, Oscar A. Morgan, general sales manager of shorts, declared yesterday that there is an increasing market in both regular theatres and drive-ins. A. W. Schwal-

(Continued on page 3)

More than 30 Swiss film industry leaders pledged full cooperation in a revival of showmanship yesterday in Geneva following an address by Charles Einfeld, vice-president of 20th Century-Fox, the company reports.

The gathering, representing top exhibition and distribution forces in Switzerland, made immediate plans to place the showmanship activity in motion by organizing a committee to supervise the program.

Einfeld, who is currently touring

(Continued on page 2)

20th, Warners In Attack on Divorce Order

Assert In Appeals Some Divestiture Sufficient

Warners and 20th Century-Fox yesterday filed petitions for appeal to the U. S. Supreme Court from the New York District Court's order of divorcement, largely offering arguments similar to those presented

Washington, April 6.—The Justice Department will file its appeal from the New York divorcement order tomorrow, a Department spokesman said here today. The government will argue that the three-year divorcement period is excessive and there are insufficient restraints on theatre acquisitions by the companies.

by Loew's, which had moved for its appeal on Tuesday.

Unlike Loew's, Warners and 20th-

(Continued on page 3)

Para. to Buy Own Stock

The board of directors of Paramount Pictures has voted to place a bid on the New York Stock Exchange for the purchase of 500,000 shares of the corporation's common stock at $21 per share, Barney Balaban, president, reported here yesterday. Purchase of that many shares at $21 per share would require an outlay of $10,500,000.

This bid will be placed on April

(Continued on page 2)

SDG National Role Signified in Title

WASHINGTON, April 6.—Screen Directors Guild, with headquarters in Hollywood, today changed its name to Screen Directors Guild of America, "in line with expanding activities in

(Continued on page 3)

F IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

• IF IT'S A PARA

HAPPY PARAMOUNT EASTER WITH BING IN CAPRA'S RIDING HIGH
A Paramount Picture

IN TOWN!

MOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

ARTHUR SCHWARTZ, partner in the Schwartz and Frohlich law firm which deals extensively in film industry matters, has been appointed a member of the character committee of the Appellate Division, First Department, New York Supreme Court. The group investigates the fitness of bar applicants.

•

Chicago, April 6.—The Village of Skokie, Ill., 21 village officials and N. S. Barger and Thomas Flannery, owners of the Illinois Drive-In Theatre Company, were named defendants in a $1,000,000 damage suit filed here today in Federal court by the ~~Trust~~ Company of Chicago and the Skokie Amusement Corporation who charge conspiracy "to prevent construction of a drive-in theatre at Skokie."

•

BALTIMORE, April 6.—"The Bicycle Thief," Italian-made, will not be shown in Maryland if the State Board of Censors persists in deleting two controversial scenes.

Joseph Burstyn, American distributor of the film, has asked the board to reconsider its decision.

•

Washington, April 6.—RCA told the Federal Communications Commission today that it can transmit its color television system on coaxial cable as well as by microwave relay. Opponents of the RCA system had been raising as a major objection the fact that it could not be used in any cities but the 29 serviced by microwave.

•

HOLLYWOOD, April 6.—A plan for independent producers to pool funds frozen abroad for production of films is being proposed by Douglas Fairbanks, Jr., according to H. Alexander MacDonald, Fairbanks' business associate. The actor has left here for New York where he will confer with banking interests in relation to the proposed combination.

•

Dan Dailey, star of 20th Century-Fox's "A Ticket to Tomahawk" will be the honor guest of Denver and San Francisco at the premieres of the Technicolor comedy.

Loew and Zinneman To Italy Tomorrow

Arthur Loew, producer, and Fred Zinneman, director of "Teresa," will fly to Rome tomorrow, and from there they will motor to Bologna which is to be their headquarters for six weeks while shooting the Italian sequences of the story. The screenplay is by Stewart Stern and Alfred Hayes, from an original by Alfred Hayes. Stern will accompany Loew and Zinneman, along with William Miller, cameraman, and Bill Mauldin, war correspondent, to act as technical consultant.

Italian actress Anna Maria Pierangeli will return with the company early in June to complete the picture in New York.

Personal Mention

NATE BLUMBERG, Universal president, is scheduled to leave here for the Coast today.

•

RICHARD CONDON, Paramount coordinator, has left here for the Coast to meet with studio executives on publicity and promotion plans. He is expected to return to the home office April 17.

•

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative of 20th Century-Fox, will return to New York over the week-end from Hollywood.

•

TERRY TURNER, RKO Radio exploitation chief, has left here for Denver and Oklahoma City.

SAM L. SEIDELMAN, Eagle-Lion foreign sales manager, will leave here by plane on Monday for England.

•

GUS HEINRICH, office manager and booker at Columbia's Indianapolis branch, has resigned and will be succeeded on April 21 by MILTON ETTINGER, Eagle-Lion salesman.

•

CARL ROGERS, manager of Loew's Broad Theatre, Columbus, O., has been named honorary mayor of the Junior Town Boys and Girls Club, which he organized.

•

HARRY ARCHINAL, Samuel Goldwyn Productions assistant secretary, will leave here tonight by plane for the Coast.

Palsy Drive

(Continued from page 1)

ably a well-known banker; establish dates for solicitation; arrange for newspaper ads, sponsored, if possible, by some large corporation, trade association or fraternal organization; arrange for radio time; arrange for six or seven major business firms to loan good salesmen or junior executives for five days to conduct a solicitation among top contribution prospects; secure a list of 1,000 to 1,500 prospects from local community chests, Red Cross and similar organizations that conduct annual fund drives; rate prospects with treasurer and others who have rating experience.

Also, secure a room or office where a battery of phones can be installed; prepare a letter, copies to be sent to fund prospects; call on the top 10 prospects personally and publicize names and gifts before the actual phone solicitation begins; a small telephone solicitation committee will phone the prospects, stating aims, identities, etc.; and then begin the telephone solicitation.

Sullivan Pledges TOA Support Of Palsy Drive to Goldenson

Theatre Owners of America executive director Gael Sullivan has pledged the support of the organization to the United Cerebral Palsy Associations' campaign.

In a letter addressed to United Paramount Theatres president Leonard H. Goldenson, president of the UCPA, Sullivan wrote: "Count on us early and late. We won't fail you in helping to make the United Cerebral Palsy Associations' 'Pioneer Campaign' a milestone in the exhibitor's contribution to improved health."

Thanking Sullivan for the pledge, Goldenson said it is hoped that the campaign will establish the necessary clinics and assemble competent professional personnel to help at least 80 per cent of the known victims of the disease.

Palsy Trailer from Para.

"The Road to Hope," a two-and-one-half-minute trailer featuring Alan Ladd and William Demarest, has been prepared by Paramount for use by theatres participating in the industry United Cerebral Palsy campaign.

Lippert Expanding

(Continued from page 1)

addition to the firm's continuing production of medium and low-budget films, president Robert L. Lippert announces.

Lippert will also open his distribution setup, with 34 exchanges in the U.S. and Canada, plus a foreign sales department, to independent producers for the first time. His plan calls for the releasing of product from as many as six outside producers, which he believes will be a profitable venture for all concerned due to the medium budget product shortage, plus insuring his own branches of enough salable film.

During the company's current production year, which began June 1, 1949, Lippert planned a production schedule of 33 films, all of which will be completed by May 31.

30 to Eagle-Lion

(Continued from page 1)

tures includes: "The Fighting Stallion," "Forbidden Jungle," "I Killed Geronimo," "National Square Dance," "Sioux Ambush" and "Derby Winner." Second "Gold Medal" group consists of: "The White Ape," "Killer Horse," "Indian Revolt," "Border Marshal," "Harbor Patrol" and "Trail Town." Final group of films is: "Vice Cop," "Honor Among Thieves," "Born to Fight," "Narcotic Agent," "Blind Danger" and "The Rover."

Paramount to Buy

(Continued from page 1)

13 and may be withdrawn at any time after May 4. It will, in any event, be withdrawn when the corporation has acquired 500,000 shares. The corporation's stock closed on the New York Stock Exchange yesterday at $20.25 per share.

Paramount has progressively been buying and retiring its common shares.

Frank H. Bowen, 63

KANSAS CITY, April 6.—Frank H. Bowen, 63, for the past six years city salesman for United Film Service, died here today after a month's illness. Bowen had been connected with the industry for 30 years. The widow survives.

Meet Here Monday On WB-'IA' Tilt

Warner home office executives and an IATSE delegation will meet here Monday morning before Federal Mediator L. A. Stone in what is expected to be the final effort at settlement of the contract dispute which has threatened to bring about a strike [illegible]25 Warner home office "white collar" workers.

Back here from Vancouver, where he participated in the annual meeting of the union's executive board, "IA" international vice-president James J. Brennan will represent president Richard F. Walsh at the mediation parley.

Einfeld Meet

(Continued from page 1)

Europe on a showmanship survey, received similar pledges of cooperation from British exhibitors and distributors last week in London.

Attending the Geneva gathering were M. Milliet, President of the Swiss distributors' association; M. Dorn of the Swiss exhibitors' association and leading members of the American distribution companies in this country.

Dual Premiere Tomorrow

"The Netherlands," a new two-reel short subject produced by Louis de Rochemont, will have its world premiere at the Park Avenue Theatre tomorrow in conjunction with the American premiere of "A Run for Your Money," J. Arthur Rank Production being released here by Universal-International.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE DAUGHTER OF ROSIE O'GRADY"
starring June Haver - Gordon MacRae
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Show

ALAN LADD
"CAPTAIN CAREY U.S.A."
co-starring WANDA HENDRIX
A MITCHELL LEISEN Production
A Paramount Picture
IN PERSON
MEL TORME
ELLA FITZGERALD
SAM DONAHUE and His Orchestra
JOHNNY MORGAN
VIC & ADIO
RAFAEL MENDEZ
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

CLIFTON WEBB - JEANNE CRAIN
MYRNA LOY in
"CHEAPER BY THE DOZEN"
20th-Fox—Color by Technicolor
On Stage—FRAN WARREN
and Others
ROXY 7th Ave. & 50th St.

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Film Importations Increased 119 in '49

Dr. Hugh Frick, director of the censorship division of the New York State Education Department, reports that foreign films brought into this country in 1949 increased 119, to 525, over the 406 imports i[illegible]48. All figures include fe[illegible]res and shorts.

Currency Aid

(*Continued from page* 1)

cerned, and the present arrangement is another step toward unfreezing currencies throughout the world.

The American sources said the plan will, in no way, encourage increased production by Hollywood companies here.

The scheme is a voluntary one, it was stated, which companies may utilize or not, as they see fit. It is open to all, irrespective of membership in either BFPA or MPAA.

It provides for exchange by British producers of their frozen foreign currency with American companies. The latter will pay for it with their unremittable sterling in London. The Americans may be able to use or liquidate the currencies they thus acquire but, in any event, their aggregate of frozen foreign funds will not be increased thereby.

Transactions would be carried through directly between companies concerned on an individual, as well as voluntary, basis. The arrangement has been approved by the British Treasury after lengthy hesitancy, first by the Board of Trade, then by the Treasury. It was learned that the scheme was first proposed by Eric Johnston, MPAA president, during his last visit here in late 1949.

The Treasury insists, despite its approval of the plan in general, that each individual deal made under it will require Treasury approval.

Sir Henry French, BFPA head, paid enthusiastic tribute today to the American industry's gesture of help to struggling British production.

Shorts Market

(*Continued from page* 1)

berg, Paramount Film Distributing Corp. president, has been presiding at the meetings.

Pointing out that the new drive-ins springing up all over the country offer a promising field for short subjects, Morgan called attention to the fact that color films are easily visible during twilight hours while black-and-white pictures are not. Thus, he said, for the many drive-ins that begin their shows during the twilight hours shorts in color provide the right footage for launching a program.

Paramount will release 48 new one-reel shorts and four one-reel Popeye reissues, plus six Musical Parade featurettes beginning Oct. 1.

'Lift' Bow at Rivoli Here

World premiere of 20th Century-Fox's "The Big Lift" will be at the Rivoli Theatre here following the current run of Universal-International's "Comanche Territory," it was announced here yesterday by Andy W. Smith, Jr., 20th-Fox vice-president.

Review

"The Lawless"

(*Pine-Thomas—Paramount*)

WILLIAM PINE and William Thomas delve into a new—for them—story and production field with "The Lawless."

It is a study of small-town racial animosity toward a minority group, a slumbering prejudice and resentment which is awakened and eventually stirred into mob action by a chain of circumstances, with tragic and moving results. As a new type of production by Pine and Thomas, it is impressive in its sincerity and has stature as a serious sociological drama.

The scene is a prosperous town in the California fruit country and the racial minority depicted are American farm laborers of Mexican descent. It serves as a reminder to motion picture audiences that not all racial animosity in America is to be found below the Mason-Dixon line, nor is it directed at a single minority.

Macdonald Carey comes to the town as publisher of its newspaper, hoping to find quiet and friendliness after years as a correspondent in troubled world capitals. Instead he meets Gail Russell, reporter for a Spanish-language newspaper in the Mexican section of the town. Attending a dance given for the farm laborers, they witness a fight begun by youths of well-to-do village families.

In the scuffle, Lalo Rios, a young farm worker, hits a policeman and a chase starts. The Mexican youth steals a car in which to make his escape. A policeman is killed in an automobile accident in the chase which follows. The fugitive hides in a barn. He is discovered by a young girl who is injured in her frightened attempt to turn and flee. The incident is interpreted as an attack upon the girl and the manhunt is on in earnest.

As the mob spirit rises in the town, Miss Russell prevails upon Carey to fight the spirit of lawlessness and help obtain a fair trial for the Mexican youth when he is captured. Carey's resultant editorial turns the wrath of the mob upon him, and his newspaper plant is thoroughly wrecked. About to leave town, Carey learns that a better element in the village stands ready to support him. Bail for the Mexican youth and good legal talent for his trial is provided. Carey turns to the Spanish language paper's facilities to continue his own publication until it can be re-established.

The picture is distinguished by surprisingly good performances from little known actors and by the evident sincerity of Joseph Losey's direction of the Geoffrey Homes' story. Rios, as the fugitive youth, and Maurice Jara, as his companion, deliver excellent characterizations. Carey and Miss Russell turn in fine performances, with romantic overtones for their roles adding to audience appeal. Character parts are splendidly cast and filled. The glimpses of small-town life and backgrounds breathe naturalness and the depictions of small-town newspaper work have the stamp of authenticity.

"The Lawless" has considerable distinction and merit. Its serious theme is not obscured by fast-moving, cumulative action. It is deserving of a large, domestic audience and very likely will get it.

Running time, 83 minutes. General classification. For July release.

SHERWIN KANE

'Free Movie' Plan

(*Continued from page* 1)

about informally by many of the local exhibitors, and they are fairly sure the plan will be put before TOA executive director Gael Sullivan.

Brylawski said he had received numerous phone calls from New York wanting details on the Wineland suggestion.

Wineland's plan envisaged all theatres playing top films one day and on that day throwing the doors open free to the public in an attempt to regain millions of non-film-goers. He proposed the distributors give up their rentals, the exhibitors give up their receipts, and both share in the cost of a huge promotion campaign tied in to the event.

SDG National Role

(*Continued from page* 1)

motion pictures, television and commercial films."

The Guild's action is understood to have resulted directly from the threat of a jurisdictional struggle for control of directors of filmed television shows between the Radio and Television Directors Guild and the SDG.

Mabel Walker Willebrandt, counsel to the SDG, said the change "was made so that the name will properly reflect the Guild's current activities."

Application has been made to the Secretary of State of California for the change in name.

Urges NLRB

(*Continued from page* 1)

had jurisdiction over all theatres but that as a matter of policy it should not assert it over non-chain theatres. Hilton dismissed Douglass' complaint.

The position of the office of the general counsel was revealed today when it appealed Hilton's decision to the full board. A brief filed on behalf of general counsel Robert Denham by Attorney John H. Wood, Jr., said that "whether the employer is the owner and operator of one, two or more theatres, the record shows his operations directly involve and affect commerce in film between the states, and, as part of the film exhibition business, is an integrated and necessary part in the highly organized distribution of films and therefore of the functioning of the entire industry."

Philadelphia Drive

(*Continued from page* 1)

on to patrons, and retention of an advertising agency to prepare and place copy for the campaign.

The program will be submitted to a meeting of all exhibitors in the territory to be called within the next three weeks. If approved, the campaign will be given a 10-week test financed, after the cost is determined, by assessments.

The administrative committee for the program consists of Hal Seidenberg, Harry Botwick, Mo Wax, Frank Mueller, Paul Kleiman, Edward Callow and Jay Emmanuel.

Publicists Hear Report on 'PR'

Coordination of public relations activities between film publicity groups here and on the West Coast was discussed at a meeting of the Motion Picture Association of America's Advertising-Publicity Directors Committee yesterday at the St. Moritz Hotel.

Guests at the meeting, which was under the chairmanship of Max E. Youngstein, were Norman Siegel and Howard Strickling, Coast studio publicity chiefs, respectively, of Paramount and Metro-Goldwyn-Mayer.

Both Siegel and Strickling presented a progress report of steps now being successfully undertaken by the Studio Publicity Directors Committee, of which Siegel is chairman, to improve overall public relations.

A sub-committee, consisting of Barret McCormick, Arthur Schmidt and Si Seadler, was named to hold further talks with Strickling in New York next week on matters of mutual interest to both groups.

Others present at yesterday's meeting were: Ulric Bell, Sid Blumenstock, Philip Gerard, Gilbert Golden, David Golding, John Joseph, Mori Krushen, Jerry Pickman, Stirling Silliphant, Kenneth Clark and Alfred F. Corwin.

Divorce Appeals

(*Continued from page* 1)

Fox are continuing settlement talks with the government and if agreements are reached the appeals will be dropped, it is understood. If the two sides are unable to come to terms, however, the film companies, having met the legal requirement of filing appeal petitions by the April 8 deadline, will be free to go ahead with the appeals.

Cite High Court Opinions

The Warner and 20th-Fox petitions and assignment of errors claim scores of "substantial questions" in the decree of the court here, for the most part centered on the contention that there is no justification for the order of total divorcement.

Opinions of the U. S. Supreme Court in the immediate case at bar and others are cited by Warners and 20th-Fox, designed to show that the vertical integration of production, distribution and exhibition is in itself no offense. They also reason that if divestiture of some theatre properties, not all, results in the restoration of open competition in the industry, this would render divorcement an unnecessarily drastic remedy.

Question Divorce Order

The two companies question how the court came to order divorcement first without going into the amount of divestiture which will be required to remove all traces of restrictions on the market, here again saying that if, through divestiture, there can be no "control of the market," why divorcement?

Warners and 20th-Fox point to the numerous changes which have taken place in the industry in recent years, including the Paramount and RKO consent decrees, and say these were not considered by the court. They further question how the court determined how each company, as a separate enterprise, had exerted its "integrated" operation to the extent of exercising control.

John Ford's lust an

JOHN FORD and MERIAN C. COOPER
present

WAGON

BEN JOHNSON, remembered as Sergeant Tyree in "She Wore a Yellow Ribbon"

starring **BEN JOHNSON • JOANNE DRU • HARRY CAREY, Jr. • WARD BOND**

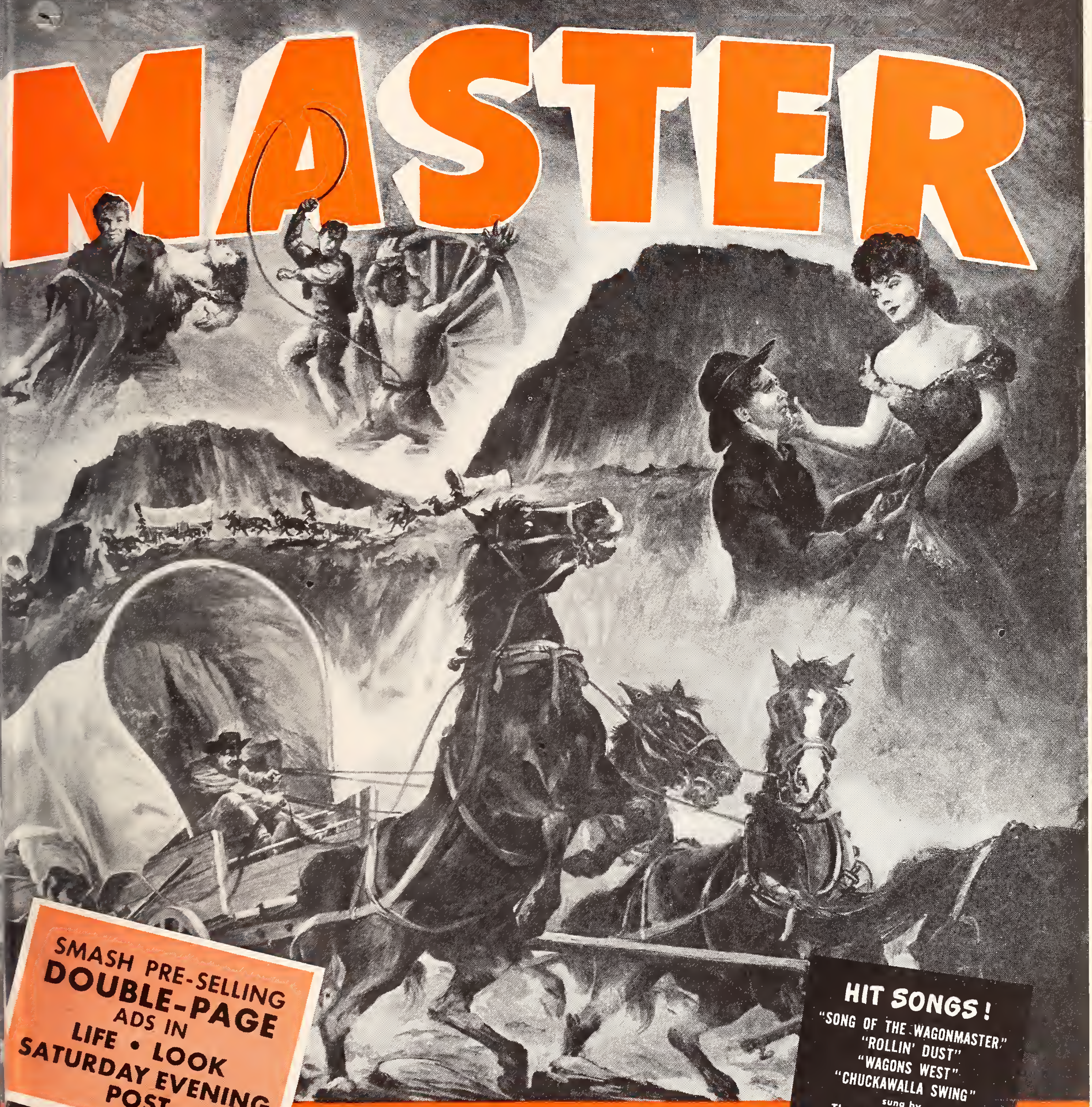
with **CHARLES KEMPER • ALAN MOWBRAY • JANE DARWELL**

Written by **FRANK NUGENT** and **PATRICK FORD**

Produced by Argosy Pictures Corporation • Distributed by RKO Radio Pictures, Inc.

successor to "Fort Apache"
She Wore a Yellow Ribbon"

MASTER



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"ROLLIN' DUST"
"WAGONS WEST"
"CHUCKAWALLA SWING"
sung by
The Sons of the Pioneers
words & music by
STAN JONES
composer of
"Ghost Riders in the Sky"

Directed by JOHN FORD

RADIO CITY
RADIO CITY
MUSIC HALL

The Easter Parade has started

with Warner Bros.' "Daughter of Rosie O'Grady"!

Everything's
O'GREATy
At Radio City
Music Hall Now

COLOR BY
TECHNICOLOR!

"THE DAUGHTER OF ROSIE O'GRADY"

STARRING

JUNE HAVER • GORDON MacRAE

WITH

JAMES BARTON • CUDDLES SAKALL • GENE NELSON

DIRECTED BY DAVID BUTLER PRODUCED BY WILLIAM JACOBS

Screen Play by Jack Rose • MELVILLE SHAVELSON • PETER MILNE • From a Story by Jack Rose and Melville Shavelson • Musical Director Ray Heindorf

WB

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 67. NO. 68 NEW YORK, U.S.A., MONDAY, APRIL 10, 1950 TEN CENTS

N. Y. Decree Is Final Now for 'Little Three'

5 Companies Now Free Of 12-Year Litigation

The separate decree entered by the three-judge Federal statutory court here against Columbia, United Artists and Universal on Feb. 8 became final last Saturday, formally ending the 12-year old government anti-trust litigation against those companies. Paramount and RKO, also out of the suit, settled by consent decrees last year.

The decree became effective automatically, 60 days after its entry in the Federal Court here, as the period for filing appeals lapsed without entry of new legal proceedings by either the "Little Three" or the government.

(*Continued on page 3*)

MPEA, Yugoslavia Close 35-Picture Distribution Deal

A new product deal has been concluded with the Yugoslav State Film Monopoly by the Motion Picture Export Association, it was announced here on Friday by Irving A. Maas, MPEA vice-president and general manager.

Terms of the deal follow closely the original pact negotiated by Eric Johnston and Marshal Tito in Oct., 1948.

(*Continued on page 3*)

Massey to Narrate UJA Presentation

A star-studded dramatic presentation will be the feature of the forthcoming Joint Defense Appeal dinner in behalf of the United Jewish Appeal of Greater New York, to be held at the Hotel Astor on April 27. Harry Brandt is chairman of the dinner, and

(*Continued on page 2*)

Loop Is Embroiled Again in Dispute Over Film Booking

CHICAGO, April 9.—The Monroe Theatre, operated by James Jovan, is threatening action against Selznick Releasing Organization for the company's reputed refusal to license "The Third Man" to that house while the film continues to play at the Selwyn Theatre downtown. The situation presents an unusual set-up in releasing here, and further marks a precedent, in that the picture is to be released to about 15 outlying situations on April 14 to play simultaneously with the Selwyn, where it continues beyond its scheduled eight-week run for an added four weeks.

The Monroe, also located in the

(*Continued on page 3*)

Palsy Campaign Literature Ready

Campaign literature and related materials for use by drive workers for the United Cerebral Palsy Associations, Inc., are completed and will shortly be distributed in the field, it was announced here at the weekend by Leonard H. Goldenson, president of

(*Continued on page 2*)

Grosses on Upbeat From Holiday Trade

The long-awaited seasonal upbeat in theatre grosses came into evidence at the weekend, with first-runs in many key cities reporting sharp gains over the weekend, starting Friday. Business on Broadway took a healthy upturn late last week, aided by good weather and the Easter holiday.

While theatre operators expect good business to continue through the duration of spring school vacations, careful note is being taken of the degree of upturn and its duration. Many exhibitors believe the business drop reached bottom and when the post-holiday slackening appears it will not again reach the lows of recent months.

Warner Stockholder Asked to Post Bond

Warners moved in New York Supreme Court on Friday to have the plaintiff in one of several minority stockholder actions, Harry Ratner, post $75,000 for security and costs in case he loses the litigation. The suit

(*Continued on page 3*)

'Added Illegal Profits' Under Decree: U. S.

Appeal Seeks to Reduce Divorce Time to 18 Mos.

Filing its appeal petition in the industry anti-trust action, the Department of Justice on Friday charged that the three-year period decreed for Warners, Loew's and 20th Century-Fox for carrying out divorcement amounts "to a period of grace during which the defendants may garner additional profits." The government asked that it be cut to 18 months.

The proposed order allowing for appeal of the New York decision was approved by the District Court which earlier in the week had permitted the appeals of the three film companies. The case thus has shifted to

(*Continued on page 3*)

NLRB Will Hear Jurisdictional Case in Sixty Days

WASHINGTON, April 9.—The National Labor Relations Board is expected to hear arguments on its general counsel's appeal urging the board to take jurisdiction over all motion picture theatres, whether members of interstate circuits or not.

Under the Taft-Hartley law, the general counsel of the board is quite separate from the board. The board

(*Continued on page 2*)

Allied Will Reopen Flat Rental Talks on April 19

Advance Plans for Film Ads on Video

Formal plans for using television to advertise and otherwise promote by trailers and other means specific motion pictures are being developed by high level industry executives and appear likely to take definite shape in the near future.

The subject was up for discussion at a recent meeting of representative executives of all companies and is being advanced in several individual directions now.

National Allied's flat rentals committee, which is headed by Col. H. A. Cole of Texas, is due to reopen talks with distribution chiefs here on or about April 19 in line with its efforts to secure flat rentals for a larger number of independent theatres. The committee held similar conferences last year.

The committee this year also includes Allied of New Jersey president Wilbur Snaper and Allied of Eastern Pennsylvania general manager Sidney E. Samuelson.

The Cole committee is understood to have accumulated considerable data indicating that an increased number of independent houses find it a handicap to buy pictures on forced percentage sales contracts.

Tell FCC Violations No Bar to Licenses

WASHINGTON, April 9.—United Paramount Theatres, 20th Century-Fox and Schine Chain Theatres on Friday urged the Federal Communications Commission not to adopt a policy barring film firms and other concerns found guilty of anti-trust law

(*Continued on page 3*)

IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

CROSBY IN CAPRA'S RIDING HIGH OPENS TODAY AT N. Y. PARAMOUNT
A Paramount Picture

MOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

RICHARD F. WALSH, IATSE international president, has returned to New York from Vancouver, B. C., and Hollywood.

•

LOUIS KANTUREK, Motion Picture Export Association's Eastern European supervisor, who had been here since Feb. 20, left for Prague on Friday aboard the *S. S. Queen Mary.*

•

A. J. O'KEEFE, Universal-International assistant general sales manager, returned to New York over the weekend from the Coast.

•

LEONARD GOLDSTEIN, Universal-International producer, will arrive here today from the Coast.

•

WILMA TOTTEN of *Motion Picture Herald's* Managers Round Table, left here yesterday for a Florida vacation.

•

ERIC FREDMAN, British distributor, left here for London by air over the weekend.

•

SIDNEY L. BERNSTEIN, Transatlantic Pictures president, is in Hollywood from London.

Walter Huston Dies At 66 in Hollywood

HOLLYWOOD, April 9.—Stricken with a heart attack on his 66th birthday last Thursday, veteran screen actor Walter Huston died on Friday at his Beverly Hills home. Survivors include the widow and a son, director John Huston.

The actor, born April 6, 1884, in Toronto, had risen the hard way, appearing as "hoofer" and two-a-day singer in one-night stands or short-lived productions up and down Canada and the U. S. until his 40th year. The climax of his career came last year when he received an Academy Award for his role in "Treasure of Sierra Madre," for which his son also received an Academy Award as director.

E-L Denies Video Deal

Published reports that a deal has been concluded to service a number of Eagle-Lion films to Detroit television station WJBK-TV are "entirely false and without foundation," according to William J. Heineman, E-L distribution vice-president. "We have had no negotiations of the nature described," Heineman declared, "nor are any such commitments now under consideration."

'Riding High' Today

For the purpose of providing a fresh show for the Easter week crowds, "Riding High" will open at the Paramount here today instead of Wednesday, which is the usual opening day at the house. The theatre will open at eight o'clock daily and will have six full shows a day.

Tradewise . . .

By SHERWIN KANE

AS was to be expected, Senator Edwin Johnson (D., Colo.) will disinter the Robert Mitchum-Leila Leeds cases when he next misuses the privileges of the Senate floor for his hate campaign against Hollywood.

That, at least, is what he told Washington newsmen last week. He indicated that his next outburst may come within a few days, at which time he has threatened to tell what he has advance-billed as the "Hollywood narcotics story."

It was generally assumed that Johnson would resort to old police records or other public files of musty scandals for his next Hollywood mud-slinging attack. His determination to smear the industry is not to be deterred by the absence of new ammunition. The odor of the old is good enough for him.

•

It matters not at all to Johnson that the processes of the law, and of public opinion, have run their course in the Mitchum case and that the actor has paid the penalty in full. It matters not to him that the Leeds woman who, incidentally, also has answered to the law, had as little to do with the motion picture industry as does a trucker's helper in the erection of a skyscraper.

Johnson stands ready, so he told newsmen, to give that sort of thing another airing. Minor considerations, such as fair play and the rights of privacy of individuals who have paid their debts to society for their transgressions of its laws, must not stand in the way of his zeal to scourge the motion picture industry.

•

That is the self-proclaimed course of a man who fancies himself a leader in organized baseball, the nation's most popular sport.

Johnson has expressed a desire to see motion pictures emulate the disciplinary procedures of organized baseball against its erring members.

Last fall, one Danny Gardella, who had been barred from organized baseball for jumping to the Mexican league, decided to test the legality of a disciplinary procedure which deprived him of an opportunity to continue his career in baseball. Organized baseball, presumably in preference to putting its disciplinary machinery to a conclusive legal test, effected a settlement with Gardella which returned him to the major leagues.

Obviously then, organized baseball's disciplinary functions did not function in the face of a legal test and probably will not do so again. Yet that is the system the muddled thinking of Senator Johnson recommends to the much more legally vulnerable motion picture industry for policing the personal behavior of actors and actresses.

•

There is, perhaps, another measure of the man, Senator Johnson, afforded by his recent demeanor on the CBS radio program, "Capitol Cloakroom."

Interviewed on his proposed bill for Federal licensing of motion pictures, Johnson was carefully temperate, several times even stressing the "great educational and entertainment value of motion pictures" and declaring that he realized that only a very small part of Hollywood could be criticized for the qualities he is attacking.

Contrast his performance there on the air, where he is subject to the laws of libel, with his performances on the privileged floor of the Senate, where his unbridled rantings and personal vilification of motion picture people were shouted without fear of accountability, and you have an enlightening appraisal of the type of man you are dealing with.

Apparently, he will make any charge in any kind of language under the protection of Congressional privilege, but away from that protection he is circumspect to the nth degree.

That is the man who is threatening to tell the "Hollywood narcotics story" on the Senate floor, perhaps this week.

That is the man, self-appointed, who undertakes to prescribe a code of good conduct for the motion picture industry.

•

Johnson is now revising his original bill and plans to have about two weeks of hearings on it, starting around April 17. He wants witnesses, he says, "who are concerned (about motion picture morality) and who want to get something done."

Do you detect a hint therein that friends of the motion picture need not apply?

Newsreel Parade

HARRY BRIDGES found guilty and William Green urging the excise tax repeal are current newsreel highlights. Other items include the Defense Ministers Conference, and fashions. Complete contents follow:

MOVIETONE NEWS, No. [illegible]—Harry Bridges found guilty. Harold L[illegible] visits Shriners Hospital in Winnipeg. William Green urges repeal of excise tax. Seven-year-old acrobat. Danny Kaye arrives at Riviera. Australian floods. Circus in N. Y.

NEWS OF THE DAY, No. 263—Harry Bridges found guilty. Washington's probe of Communists in State Department. Sudanese chieftains welcome France's minister Jean Letourneau. Spring at the zoo. Electronic fishing. Acrobatics.

PARAMOUNT NEWS, No. 66—Outbreak of violence in Berlin. The circus comes to town: Paramount goes behind the scenes of the Big Top. Owen Lattimore states his case at Senate committee hearing. Kentucky Derby preview.

TELENEWS DIGEST, No. 14-B — Holy Week in Spain. Communist rally in Berlin. Films of copper mine in Chile. Rescue at sea. Gen. Marshall reviews Marshall Plan accomplishments. Hague Conference of defense ministers. Racing.

UNIVERSAL NEWS, No. 341 — Hague conference of Atlantic Pact nations. Fashions for children. Gadgets galore at spring fair in Frankfurt. William Green urges repeal of excise tax. Sports: rowing, artificial ski jump.

WARNER PATHE NEWS, No. 68—Harry Bridges found guilty. Communists riot in France. Berlin: East-West zone border clashes. Hague meeting of Atlantic Pact nations. Spring fashions from Paris. Great American cities: Honolulu.

NLRB Will Hear

(*Continued from page* 1)

can accept or reject his recommendations, just as it can those of any other party arguing before it.

The appeal did leave the board an out from ruling on the broad jurisdictional question. It said that NLRB trial examiner Reeves Hilton had incorrectly excluded evidence that Keamco, Inc., operator of the Royal Theatre in Philadelphia, which, with Philadelphia's IATSE projectionists local were accused of unfair labor practices, was affiliated with four other theatres in that city and another in New Jersey. The board could conceivably order evidence on this, rule that Keamco is part of an interstate chain and again duck the broader question of jurisdiction over non-chain theatres.

UJA Presentation

(*Continued from page* 1)

Fred J. Schwartz is dinner treasurer.

Narrated by Raymond Massey, the presentation, which is to be a dramatic statement on the need for strengthening and securing civil rights in America, includes Senator Irving M. Ives, Representative Franklin D. Roosevelt, Jr., Jackie Robinson, Elmo Roper and Professor William H. Kilpatrick in the cast.

Palsy Campaign

(*Continued from page* 1)

United Paramount Theatres, and president of the UCPA. The first annual UCPA campaign to raise $5,000,000 for the relief of those affected by cerebral palsy will begin on April 29 and continue all through May.

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NEWS in Brief . . .

JULES LEVEY, independent producer, has formed Fabiola Enterprises, Inc., to handle the merchandising, sales promotion and publicity on his forthcoming release, "Fabiola," which [illegible]rs Michele Morgan.

•

Washington, April 9.—Top officials of the New York and Washington staffs of the Motion Picture Association of America met here all day Friday, but, according to a spokesman, took no action.

•

Loew's, 20th Century-Fox, Robbins Music Co. and film executives J. Robert Rubin, W. C. Michel, Joseph R. Vogel, Jesse T. Mills, Joseph H. Moskowitz and Charles C. Moskowitz have been named defendants by Robbins minority stockholder Dominico Savino in an action filed Friday in New York State Supreme Court to require the Robbins company to pay dividends of more than $1,000,000.

•

A Screen Publicists Guild membership meeting will be held here on April 13 at which time a vote will be taken on the proposed merger with the Screen Office and Professional Employes Guild.

Chicago Embroiled

(Continued from page 1)

Loop, normally plays films second-run immediately after the first-run downtown, and feels it is entitled to play the Selznick film as it normally does simultaneously with its release to outlying runs regardless of whether or not it continues at the Selwyn. Were SRO to grant the booking, however, the Monroe would be competing with the Selwyn, but at a lower admission, the former charging 65 cents top, with Selwyn cutting admissions on the 14th to the prevailing Loop price of 50 to 98 cents top, reducing from 98 cents to $1.25.

FCC Licenses

(Continued from page 1)

violations from the radio and television fields. A similar stand will be taken tomorrow in briefs filed by Paramount, Loew's and Warner.

The briefs are being filed in connection with an FCC proceeding to determine an over-all policy on the question of granting radio and television licenses to firms violating Federal laws other than the Communications Act. Deadline for filing briefs is tomorrow. Oral argument will be held before the full commission on April 24.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Reviews

"The Big Lift"

(20th Century-Fox)

WILLIAM PERLBERG'S production of "The Big Lift" appears to allow the factual story of the air shuttle over blockaded Berlin to tell itself; there are some fictional embellishments but nothing suggesting artificiality. And by staying largely with the basic facts in a situation where the injection of glamor and heroics might have been a temptation, the film has succeeded in mirroring the taut drama and excitement inherent in an episode of post-war history which stirred unrest throughout the world. Montgomery Clift and Paul Douglas are the stars.

That which is added counts importantly, especially since it rightfully has a part in the film. This is a romance between the air-borne "GI" (Clift) and an attractive girl (Cornell Borchers) who, having been bred on deceit and lies, tries to use the soldier as a means of getting to America by way of the matrimonial route. The fictional part of the screenplay give the production scope insofar as general audience appeal is concerned. It takes "The Big Lift" out of the "man's picture" category. A purely "man's picture" can be difficult to sell.

Skillfully photographed are the air lift operations, the groping through dense fog, landings on strips which appear to be the size of a postage stamp and skimming roof tops to make it. This made for a gruelling task for pilots and crews, but the serious nature of the play is oft-times leavened with humorous wisecracks and gags.

For authenticity, "The Big Lift" could be surpassed only by a documentary. It was actually filmed in the four sectors of Berlin and all military personnel, with the exceptions of Clift and Douglas, really are Uncle Sam's uniformed men on duty. Douglas is a radar operator with an amusing attachment to Bruni Lobel, local girl, and a serious loathing for all Nazis, the latter stemming from his earlier experience in a prison camp. The film uses Douglas as the approach to discussion of the overall Allies' undertaking to democratize the Germans.

George Seaton directed and did the writing and rates applause on both counts. Charles C. Clarke directed the photography and this, too, represents a job well done.

It was 20th-Fox which came up with the slogan, "Movies Are Better Than Ever." The same company is now here with merchandise that undeniably makes good that claim.

Running time, 120 minutes. General audience classification. For May release.

GENE ARNEEL

"I Was a Shoplifter"

(Universal-International)

SOME highly interesting facts about the "profession" of shoplifting are presented in documentary style in the opening phases of "I Was a Shoplifter." Thereafter the film turns into a brisk cops-and-robbers melodrama of standard type. Its continuous action should keep the fans content. Portraying the principals are Scott Brady, Mona Freeman and Andrea King.

Irwin Gielgud's story and screenplay centers around an underworld group that preys upon kleptomaniacs and coerces them into becoming professionals with the threat of exposure. Miss Freeman is one victim set upon by the gang. Scott, a detective posing as a shoplifter, is able, after some elaborate strategems, to maneuver himself into being accepted as a member of the gang. Then by using Miss Freeman as bait, Brady is able to draw the gang out and bring them to justice.

There are several tight calls for Brady, punctuated by gunplay and fisticuffs. Miss King, in sophisticated fashion, plays one of the lieutenants of the underworld head, who in a surprise climax, turns out to be an apartment store's chief detective. Direction by Charles Lamont makes most of melodramatic possibilities. Leonard Goldstein produced.

Running time, 74 minutes. General audience classification. April release.

MANDEL HERBSTMAN

"Messenger of Peace"

(Astor Pictures)

IN a semi-documentary fashion this 87-minute drama recounts the struggles of a young pastor in his efforts to minister to the spiritual needs of the people. The picture brings the message of the need for God in daily life and does so in warm and reasonably entertaining terms. Although the story centers around a Lutheran pastor, the picture will mostly likely find its strongest appeal in churchgoers of all faiths.

John Beal plays the focal role of the pastor and brings to it a warmth of spirit and simplicity. The story, told mostly in retrospect, starts out with the young pastor venturing into a small churchless town where he builds a church and organizes his flock. There are many difficulties to worry about, such as the regeneration of Paul Guilfoyle, who portrays the town drunk, and the teaching of the arrogant William Gould a lesson in Christian humility. There are also such personal matters for the young pastor as falling in love, marrying and rearing a family, and finally, his retirement.

The film was produced by Roland Reed Productions, Inc. Reed produced and Frank Strayer directed, from a screenplay by Glenn Tryon.

Running time, 87 minutes. General audience classification. April release.

M. H.

MPEA, Yugoslavia

(Continued from page 1)

However, the number of pictures has been increased from 25—covered by the first year of the pact—to 35.

Negotiations were carried on in New York and Washington during the past few weeks between the MPEA and representatives of the Yugoslav government. Final agreement was reached last week.

Balaban and Freeman End Paramount Meet

Barney Balaban, president, and Y. Frank Freeman, vice-president of Paramount Pictures, discussed general distribution and production conditions of the industry, here and abroad, at the final session on Friday, of the three-day home office meeting of company division managers.

They were followed by A. W. Schwalberg, president, and Ted O'Shea, vice-president of Paramount Film Distributing, who discussed sales policies and exhibitor relations. The two wound up the meeting by saying they looked forward to more frequent get-togethers with the division managers.

U. S. Appeal

(Continued from page 1)

Washington, where the next decisions are to be made by the U. S. Supreme Court.

The Department asserted that the court here had "erred" on a total of four counts, concerning theatre acquisitions by the companies as well as the amount of time to complete the separation from theatres. The government said there should be an injunction against theatre expansion in any manner until the divorcement is completed.

The plaintiff further argues there should be a restraint against the companies from acquiring interests in theatres unless the court is given an opportunity to determine whether competition would be adversely affected.

The government contends also that the court here should have granted the relief which would have prohibited the defendants from "making or enforcing any agreement which restricts the right of any other exhibitor to acquire a motion picture theatre."

On the divorcement schedule, the government said the decree was in error in not calling for divorcement plans by the companies within a period of 90 days, with the plaintiff given 60 days thereafter to file objections. The New York decree gives the companies six months in which to submit plans.

Final Decree

(Continued from page 1)

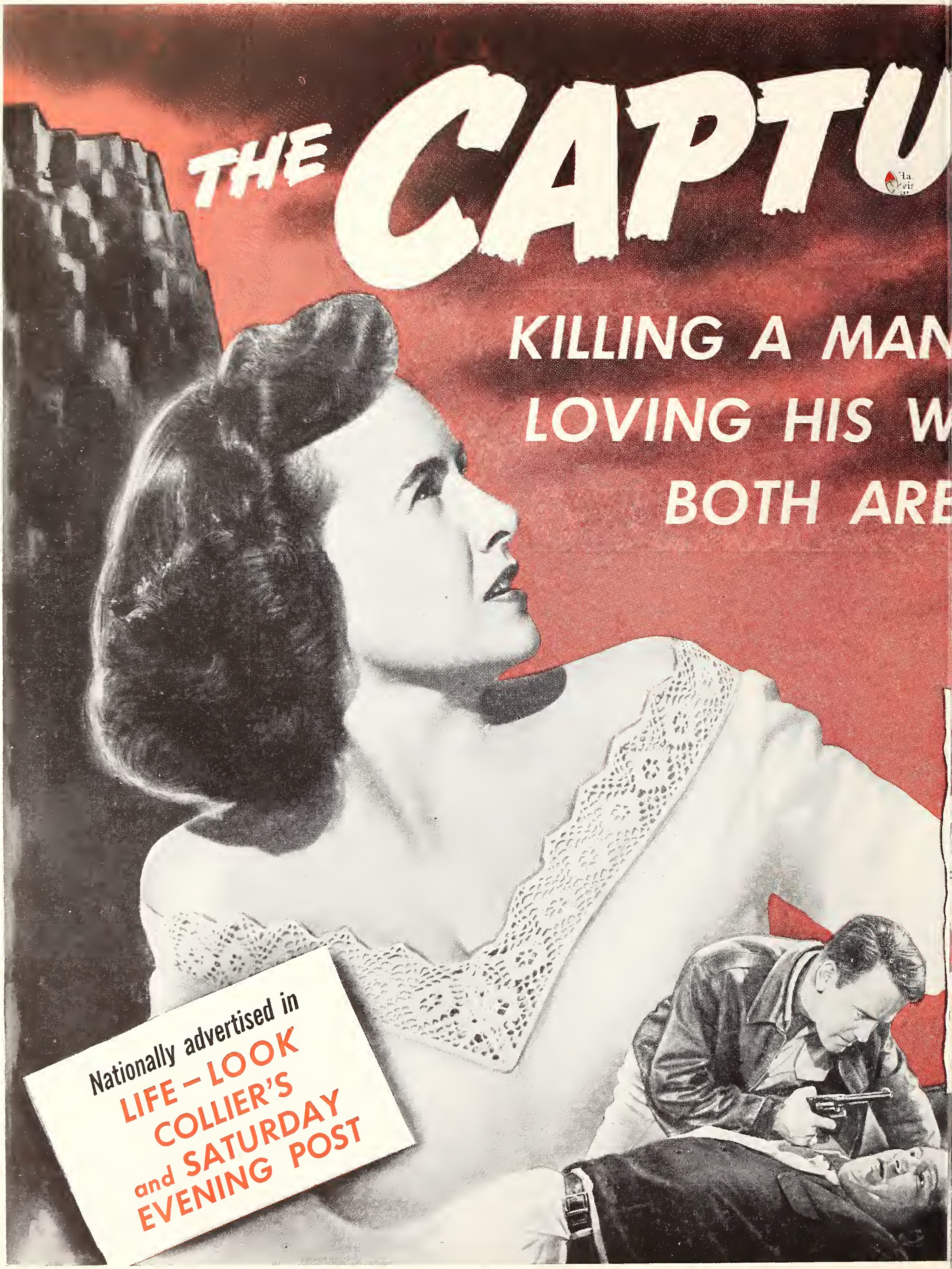
Had any of the three companies or the Department of Justice appealed to the U. S. Supreme Court from the separate decree applicable to the "Little Three," the litigation would have remained open pending determination of appeals.

However, Columbia, United Artists and Universal were prepared to accept the New York court's decree as final and the government, in filing its appeal here on Friday, ignored the separate decree of the "Little Three."

Warner Stockholder

(Continued from page 1)

challenges the 1945 six-picture deal between Joseph Bernhard, Milton Sperling, United States Pictures and Warners, and includes Harry and Jack L. Warner and four other company directors as defendants.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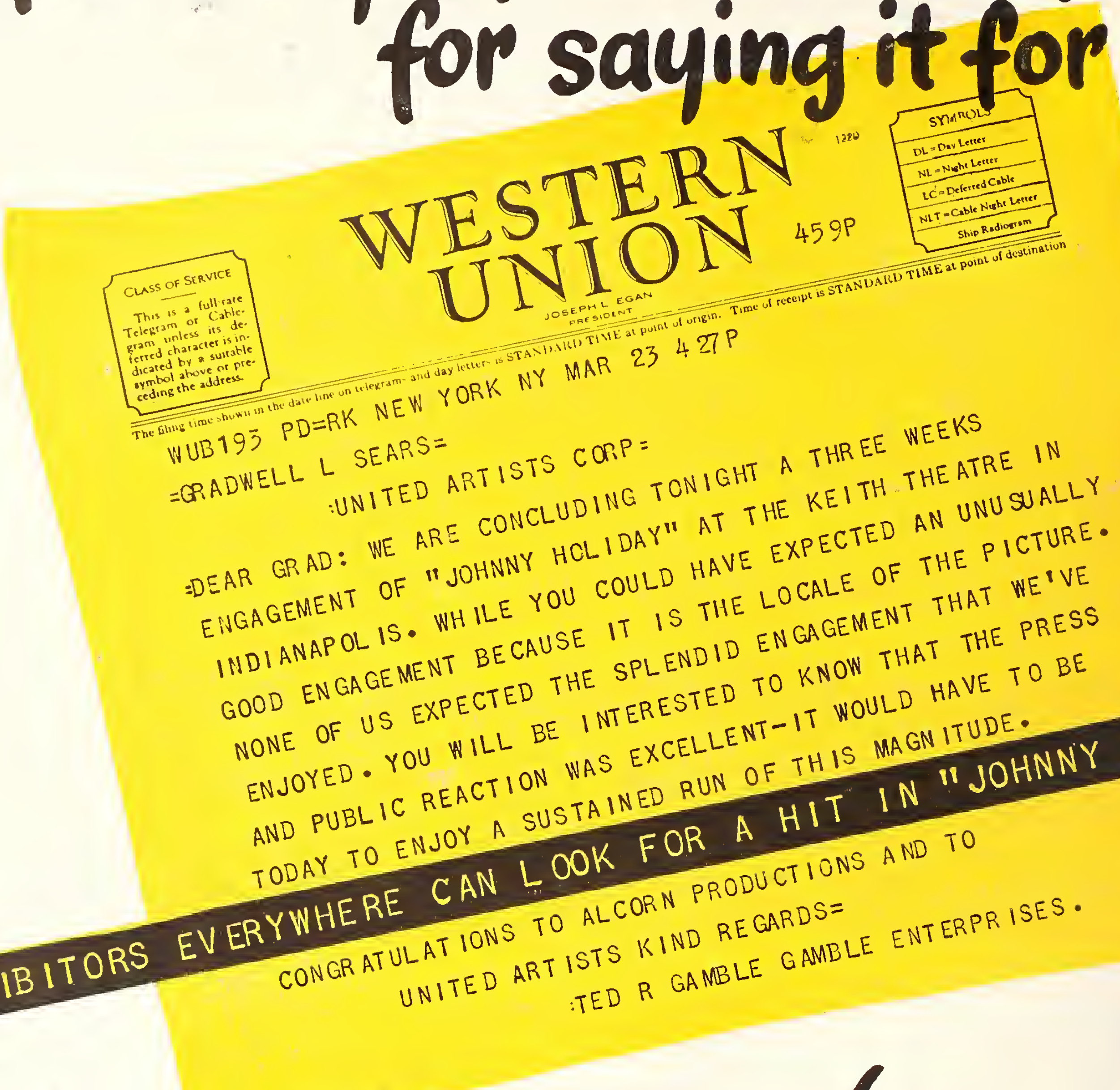
HE CAPTURE

FEATURING **VICTOR JORY** · **JACQUELINE WHITE** · **JIMMY HUNT** and introducing **EDWIN RAND**

Written & Produced by **NIVEN BUSCH** · Directed by **JOHN STURGES**

A Showtime Properties, Inc. Feature · Distributed by RKO Radio Pictures, Inc.

Thank you, Ted Gamble, for saying it for us!



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WUB193 PD=RK NEW YORK NY MAR 23 4 27P
=GRADWELL L SEARS=
:UNITED ARTISTS CORP=

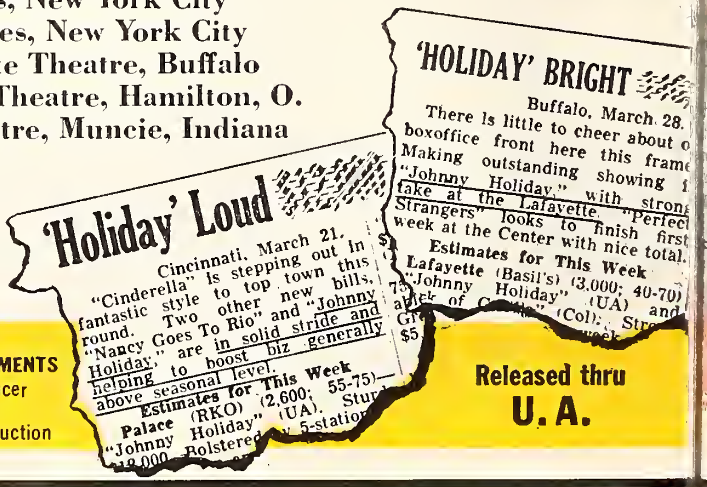
=DEAR GRAD: WE ARE CONCLUDING TONIGHT A THREE WEEKS ENGAGEMENT OF "JOHNNY HOLIDAY" AT THE KEITH THEATRE IN INDIANAPOLIS. WHILE YOU COULD HAVE EXPECTED AN UNUSUALLY GOOD ENGAGEMENT BECAUSE IT IS THE LOCALE OF THE PICTURE. NONE OF US EXPECTED THE SPLENDID ENGAGEMENT THAT WE'VE ENJOYED. YOU WILL BE INTERESTED TO KNOW THAT THE PRESS AND PUBLIC REACTION WAS EXCELLENT-IT WOULD HAVE TO BE TODAY TO ENJOY A SUSTAINED RUN OF THIS MAGNITUDE. CONGRATULATIONS TO ALCORN PRODUCTIONS AND TO UNITED ARTISTS KIND REGARDS=
:TED R GAMBLE GAMBLE ENTERPRISES.

EXHIBITORS EVERYWHERE CAN LOOK FOR A HIT IN "JOHNNY HOLIDAY"

IN EACH OF ITS FIRST 6 PLAYDATES, "JOHNNY HOLIDAY" HAS PROVEN A BOX-OFFICE SMASH!

IF IT'S PROOF YOU'RE AFTER, WIRE AT UA's EXPENSE ANY OF THE FOLLOWING. . . .

- Ted Gamble, Keith Theatre, Indianapolis
- Joe Vogel, Loew's Theatres, New York City
- Sol Schwartz, RKO Theatres, New York City
- George McKenna, Lafayette Theatre, Buffalo
- Jack Keagan, Paramount Theatre, Hamilton, O.
- A. R. Blocher, Rivoli Theatre, Muncie, Indiana



'Holiday' Loud

Cincinnati, March 21. "Cinderella" is stepping out in fantastic style to top town this round. Two other new bills, "Nancy Goes To Rio" and "Johnny Holiday," are in solid stride and helping to boost biz generally above seasonal level.

Estimates for This Week

Palace (RKO) (2,600; 55-75)— "Johnny Holiday" (UA). Bolstered

'HOLIDAY' BRIGHT

Buffalo, March 28. There is little to cheer about o boxoffice front here this frame Making outstanding showing "Johnny Holiday," with strong take at the Lafayette. "Perfect Strangers" looks to finish first week at the Center with nice total.

Estimates for This Week

Lafayette (Basil's) (3,000; 40-70) "Johnny Holiday" (UA) and (Col).

R. W. ALCORN
presents

"JOHNNY HOLIDAY" starring **WILLIAM BENDIX** with **HOAGY CARMICHAEL · STANLEY CLEMENTS** and introducing **ALLEN MARTIN** as "Johnny Holiday" · Produced by **R. W. ALCORN** · Associate Producer **FREDERICK STEPHANI** · Directed by **WILLIS GOLDBECK** · Story by R. W. Alcorn · Screenplay by Jack Andrews, Willis Goldbeck and Frederick Stephani · Photographed by Hal Mohr, A.S.C. · An Alcorn Production

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

OL. 67. NO. 69 NEW YORK, U. S. A., TUESDAY, APRIL 11, 1950 TEN CENTS

Johnson Hires Jackson for ndustry Probe

Hearings Are Delayed 'or Another Month

Washington, April 10.—Senaor Ed Johnson today named Judge tephen S. Jackson, one time actig Production Code Administrator Hollywood, as "technical consulnt" to the Senate Interstate Comerce Committee to work on the proosed study of the motion picture inistry.

Jackson's appointment came on the heels of an announcement by Johnson that the committee's hearings would be postponed from "mid-April" until Monday, May 15.

Johnson said Jackson would leave ere this week for Hollywood to ake an "on-the-spot investigation," nd that he felt the delay in the hearings would give the committee time to issemble first-hand data" on the subct.

At the same time, the Colorado emocrat said the hearings would not

(*Continued on page 6*)

KO Asks Deadline On Divorcement Extended to 1953

RKO's request to the Justice Deartment for an extension of its vorcement deadline, which is now t at May 8, 1950, would push the ite back all the way to Feb. 9, 1953, was learned here yesterday.

This is three years from the date

(*Continued on page 2*)

ourt Hears Counter owne Decree Offer

Chicago, April 10.—Arguments on e proposed Milwaukee-Towne Thefre decree were heard here today and ere continued to Friday by Federal idge John Barnes. The defendants pposed portions of the proposed de-

(*Continued on page 2*)

Spring Warms Box Office; Grosses Shoot Up 25%

The combination of Easter holiday and spring school vacations proved a powerful stimulant to the nation's box-offices starting late last week. Motion Picture Daily correspondents in the field reported an advance in grosses averaging about 25 per cent for the three to four-day period ending last night, with most showmen expecting the improved business to last into next week. Many predicted grosses would stay at higher levels than in the recent past after the post-holiday leveling off begins.

Business on Broadway and throughout the New York Metropolitan area was especially strong Sunday and yesterday. Long holdout lines reappeared in the Broadway area and neighborhood theatre business was bolstered in scores of houses with the mass openings of "Cinderella" drawing the vacationing school children. Good weather helped in New York and many other cities but in the Midwest excellent business was reported despite cold, rain and snow.

"If television has been taking our customers as they claim," one New York exhibitor observed, "the sets must have been deserted for the last three days."

Business reports, listed alphabetically, follow:

ALBANY

Excellent business was reported in some situations here but subsequent runs were spotty. At nearby Troy, exhibitors said business was equal to last Easter and regarded as "very satisfactory."

ATLANTA

Business at all downtown theatres was much better than last Easter week. The outlook for continued improvement is good, with current business better than for many months.

BALTIMORE

Some first run operators said: "This is the first time in a long while there has been any real activity at the boxoffice." The Stanley reported weekend business more than double that of corresponding periods in recent weeks.

BOSTON

Good business was reported by most first runs over the weekend with indications that it will continue. New pictures and good theatre weather were credited for some of the improvement.

CHICAGO

Except for "The Red Shoes" at the new Loop Theatre and "Wabash Avenue," in its second week at the State, rainy weather at weekend made business only adequate. Neighborhoods and drive-ins also suffered from the weather.

CINCINNATI

Business at most houses was the best this weekend that it has been for several months. In some instances, grosses exceeded expectations for the end of Lent and the start of the Easter holiday.

CLEVELAND

Grosses at some first runs here two to three times over Sunday averages, at others just over Sunday average. Exhibitors expected the trend to continue throughout the week. Neighborhood theatres, however, did not fare as well as the downtowns.

COLUMBUS

All theatres doing excellent business. Children's attendance is especially heavy, with "Cinderella," "The Yellow Cab Man" and others exceeding all recent marks.

DENVER

The best Easter business in years is reported by most Denver theatres. "Key to the City," "Riding High," "Cinderella" and "Johnny Holiday" exceeded all recent local records.

DES MOINES

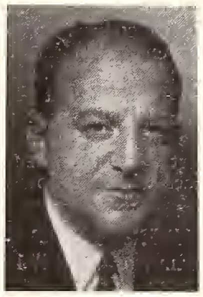
"Cheaper by the Dozen" and "Capt. Carey, USA" showed the way to excellent weekend business at the Des Moines and Paramount, respectively. "Cinderella" gave the Orpheum far above normal business.

(*Continued on page 6*)

Fabian Named Arbitrator of Clearance Suit

1st Such Role for Film Figure; Pattern Is Seen

For the first time in the recent history of film industry arbitration, an industry figure will act as arbitrator of a clearance dispute between an exhibitor and distributors. Thus a pattern may have been set for use in future cases and in an industry-wide system of voluntary arbitration that may yet be worked out, according to industry observers. Case represents the first voluntary arbitration engaged in this year between exhibitor and distributors.


S. H. Fabian

The American Arbitration Associa-

(*Continued on page 2*)

U-I to Launch 'Big Push' to Aid Showmanship

Universal-International will launch its "Big Push," an all-out effort to inspire new enthusiasm in the industry and in its product, starting April 16 and continuing through July 29, N. J. Blumberg, president, and W. A. Scully, sales vice-president, jointly announced.

(*Continued on page 2*)

SIMPP Detroit Suits Are Off Indefinitely

Detroit, April 10.—The $8,500,000 anti-trust suit filed a year-and-a-half ago by the Society of Independent Motion Picture Producers against Detroit's United Detroit and Cooperative Theatres of Michigan has been indefinitely postponed.

T'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

READ WHAT THE N. Y. CRITICS SAY ABOUT BING IN FRANK CAPRA'S RIDING HIGH
A Paramount Picture

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ABRAM F. MYERS, national Allied general counsel, will leave Washington today for Indianapolis.

•

TRUEMAN REMBUSCH, president of Allied States, and MRS. REMBUSCH are the parents of twin boys, born yesterday at Franklin, Ind.

•

SIR ALEXANDER KORDA, British producer, will arrive here today from England on the *S. S. Queen Elizabeth*.

•

NORMAN SIEGEL, Paramount studio publicity director, has returned to the Coast from New York.

•

ERIC JOHNSTON left New York last night for Chicago and is due back here tonight for the rest of the week.

Paul N. Turner, 80, Equity Legal Counsel

Paul N. Turner, 80, chief counsel to Actors Equity since its founding in 1913 and active as a legal advisor during the formation of the organization, died on Sunday at the Kelmare Sanitarium, Greenwich, Conn., after an illness of several months. Turner was also counsel to the "Four A's," the parent talent international, and to Chorus Equity. Though he had been less active in recent years, Turner had continued at his post until his illness.

The widow and a daughter, Mrs. Robert Dumper, survive. Private services will be followed by cremation.

Memorial for Huston

HOLLYWOOD, April 10.—A memorial ceremony for Walter Huston, who died Friday, will be held tomorrow morning at the Academy Awards Theatre, with Academy president Charles Brackett giving a brief address and introducing Spencer Tracy, who will read an eulogy. A minute of silence will be observed in all major studios at 12:45 P.M.

U-I in 'Big Push'

(*Continued from page 1*)

In disclosing the details of the U-I move to provide exhibitors with an important line up of new pictures at a time when they require them most, Blumberg and Scully emphasized that the U-I effort is in keeping with the industry move to sell the idea that "Movies Are Better Than Ever." They paid tribute to the spade work being done by the Council of Motion Picture Organizations and 20th Century-Fox's "Showmanship Meetings."

"The U-I move is a crystallization of the efforts which the company has made during the past year to bring Hollywood to Main Street in order to remind people of the fine entertainment available to them at their local theatres," said a company statement. "It will be marked by a series of regional premieres in every section of the country, sparked by the personal appearances of stars and featured players and all-out promotion campaigns.

Avert Strike At WB Here

A settlement "favorable to the union" was reached yesterday at the conciliation meeting here between IATSE and Warner home office representatives in the contract dispute which threatened to bring about a strike of 525 Warner home office "white collar" workers. Federal mediator L. A. Stone participated in the meeting, which was described as a "final" effort at settlement before the calling of a strike.

Final details of the settlement are scheduled to be formulated at another conference today, but it is understood that in the agreement set yesterday "IA" Motion Picture Home Office Local No. H-63 was conceded pay increases in conformity with demands.

"IA" negotiators included international vice-president James J. Brennan, who represented president Richard F. Walsh, and H-63 executive vice-president Russell Moss.

3 More Urge FCC Not to Bar TV Bids

WASHINGTON, April 10.—Paramount Pictures, Loew's and Warner Brothers today urged the Federal Communications Commission not to adopt a policy of excluding from radio and television, firms found guilty of violating the anti-trust laws and other Federal statutes not in the communications field.

This was the stand taken Friday by 20th Century-Fox, United Paramount Theatres and Schine. The FCC will hear oral argument on the question on April 24.

Towne Decree

(*Continued from page 1*)

cree, and in its place, submitted their own proposals.

In accepting the findings of Judge Barnes, the defendant's new draft of the decree eliminated that portion where Thomas McConnell, attorney for Towne, asked that so-called "key outlying deluxe theatres" be restrained from licensing films from affiliated and non-affiliated defendant distributors, which, in effect, forces a divestiture of those houses. The defendants also moved to eliminate the two week downtown run limitation, as prescribed in the Jackson Park decree, arguing that it would only serve to create a product shortage. The defendants further argued that were McConnell's decree to stand, the Towne would benefit substantially above defendant theatres.

RKO Sets Campaigns

RKO Radio will launch "The Capture," "Wagonmaster" and "Our Very Own" with extensive advertising, reports S. Barret McCormick, director of advertising.

Technicolor Profits, Sales High in '49

Technicolor, Inc., net sales for 1949 set a new high in 1949, reaching $20,170,763 as compared with 1948's sales of $20,016,066, it was reported here yesterday by Herbert T. Kalmus, president and general manager.

Production records were also set, according to the annual report, with 44 features and 267,327,907 feet of 35mm. film processed. Net profit is $2.56 per share.

Fabian Named

(*Continued from page 1*)

tion announced here yesterday through J. Nobel Braden, its tribunal vice-president, that Si H. Fabian, head of Fabian Theatres, has agreed to arbitrate a clearance action filed over a year ago in U. S. District Court, Connecticut, by Elmwood Theatre Corp. against the five majors.

Today, Fabian, defendants' counsel, plaintiff's attorney Monroe E. Stein and intervenors' attorneys Herman M. Levy and Herbert O. McDonald will make on-the-spot inspection of the theatres and places involved in the case. Heretofore, under the arbitration of industry disputes by the AAA, inspections of this kind came last rather than first. What is more, the original consent decree in the industry anti-trust suit required that the arbitrator or arbitrators be individuals in no wise connected with the industry. Exhibitors have been objecting to this for years, and now Fabian has been invited to serve as "sole arbitrator" in the Bridgeport case because of his "special knowledge of the motion picture industry."

The immediate issue to be settled involves Elmwood's Hy-Way Theatre in the Bridgeport-Stratford area. Elmwood is seeking to have the Hy-Way come under Stratford instead of Bridgeport clearance. According to the AAA, which will "administer" the case and provide the appeal personnel, if needed, the Hy-Way's "front door" is over the Stratford boundary line, while 90 per cent of the house is in Bridgeport.

RKO Divorcement

(*Continued from page 1*)

of the New York Statutory Court's decree against Warner Brothers, 20th Century-Fox and Loew's, and would put RKO on an equal footing with those companies, since the New York Court decree gives them three years to carry out divorcement.

It is believed unlikely that the government will consent to so long an extension, particularly since, in filing its appeal from the decision, the position was taken that the three-year period for the remaining defendants is excessive and should be cut to 18 months.

NEWS in Brief . . .

AN estimated net profit of $4,986,963 for the 28 weeks ended March 16 was reported yesterday by Loew's. The figure, which includes Loew's $299,474 share of net undistributed earnings of partly-owned subsid[illegible]ies, and is equivalent to 97 cents pe[illegible]re of common stock, compares with $4,117,117 or 80 cents per share for the corresponding period last year. The latter figure included $248,163 of net undistributed earnings of partly-owned subsidiaries.

•

Los Angeles, April 10. — Frank Ross, producer, today filed a countersuit to RKO Radio's suit which charged him with failure to produce "The Robe" and sought damages of $1,813,647. Ross's counter claim, which holds RKO Radio responsible for the non-production of the film, asks for $1,000,000 damages.

•

WASHINGTON, April 10.—The U. S. Supreme Court, by a six to two vote, today refused to review the contempt-of-Congress convictions of screen writers John Howard Lawson and Dalton Trumbo.

•

Albany, N. Y., April 10.—Local theatres will cooperate in the drive, starting May 1, to raise $45,000 for expansion of the Cerebral Palsy headquarters here.

•

PHILADELPHIA, April 10.—"Bicycle Thief" opened at Warner's Princess Theatre Saturday with the two controversial scenes intact. It did not carry a Production Code seal, but it did bear Pennsylvania State censor's approval.

•

San Francisco, April 10.—Plans for a cooperative advertising drive, using the slogan "Movies Are Better Than Ever," were laid at a meeting of Northern California exhibitors here today. Initial phase, to start May 1, is a six-week schedule of newspaper ads off the drama page.

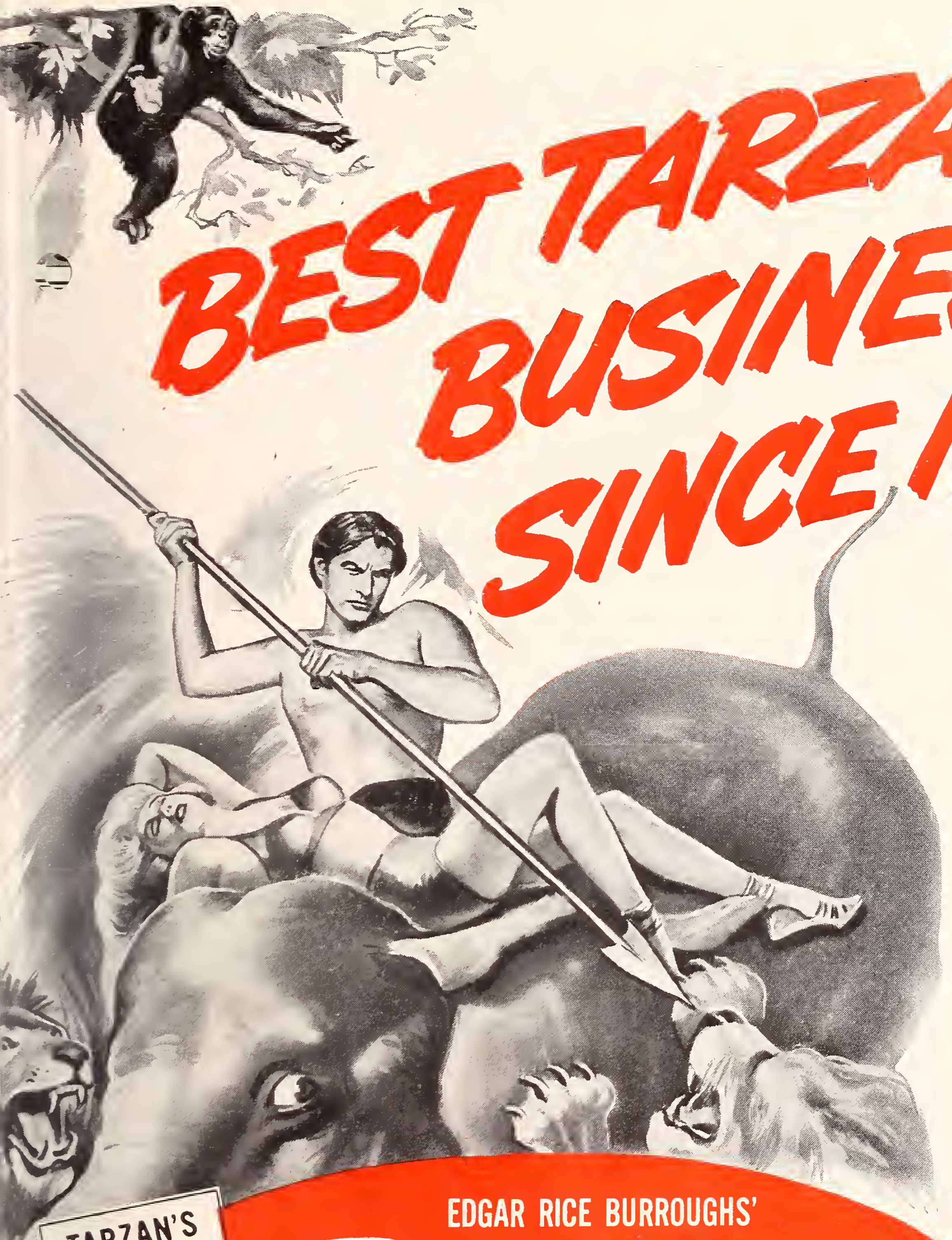
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE DAUGHTER OF ROSIE O'GRADY"
starring June Haver - Gordon MacRae
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Show

Paramount Presents
BING CROSBY
FRANK CAPRA'S
RIDING HIGH
in Person
BILLY ECKSTINE
HENNY YOUNGMAN
PETE RUGOLO
and his Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BEST TARZAN BUSINESS SINCE 1946!



Despite the much-publicized decline at the box-office, TARZAN AND THE SLAVE GIRL has not only held its ground as compared to TARZAN business last year, but in its five opening engagements has piled up returns comparable with peak 1946 TARZAN figures.

TARZAN'S
NEWEST
ADVENTURE!

EDGAR RICE BURROUGHS'

TARZAN AND THE SLAVE GIRL

Starring

LEX BARKER AND **VANESSA BROWN**

WITH **ROBERT ALDA**

Featuring the
"BATTLEGROUND" GIRL

Denise Darcel

EEP PUNCHING . . . UNTIL
HAT MOVIE TAX IS KILLED!

RKO
RADIO
PICTURES

DENISE DARCEL · ARTHUR SHIELDS · Produced by SOL LESSER

Directed by LEE SHOLEM · Screenplay by HANS JACOBY, ARNOLD BELGARD · Based upon the character created by EDGAR RICE BURROUGHS

Vaughn

Read these

THE NATION'S FAVORITE

ON RECORDS
ON STAGE
ON RADIO

Romance, comedy, music and sex—guarantee pop
ular reception from any type audience. Should
build into one of the season's top grossers.
DAILY VARIETY

Appears to have a guaranteed b.o.
WEEKLY VARIETY

Decidedly superior western. Enhanced by Trucolor.
MOTION PICTURE DAILY

Should have plenty of appeal.
EXHIBITOR

First rate western show with click written all over
it. Vaughn Monroe is clearly going places.
THE FILM DAILY

NOW A MOVIE STAR!

MAX BRAND'S FAMOUS AD

in

SINGING

VAUGHN MONR

co-starring **ELLA RAINES · WALTER BRENN**

Screen Play by Dorrell and Stuart McGowan • Based on the Novel

Associate Producer— Melville Tucker • Directed by R. G. Springsteen • ABE LYMAN,

A REPUBLIC PRODUCTION

in TRUCOLOR

Monroe,

ave quotes!

Click with action fans of all ages and situations. Exploitation-wise "Singing Guns" is a natural.

MOTION PICTURE HERALD

Vivid and exciting yarn aimed for good payoff. Sure-fire hit. Will bring plenty of spondulix into every boxoffice. Definitely good entertainment.

THE HOLLYWOOD REPORTER

V. Monroe to knock 'em dead as gent bandit in flicker debut. Sustains interest thruout.

THE BILLBOARD

Replete with action and enhanced by Trucolor. Should have a telling effect at the boxoffice.

HARRISON'S REPORTS

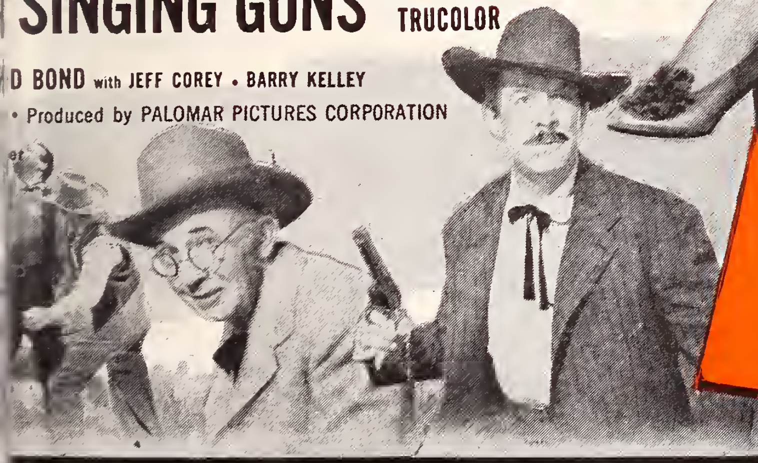
ITURE NOVEL

GUNS

"SINGING GUNS" IN TRUCOLOR

D BOND with JEFF COREY • BARRY KELLEY

• Produced by PALOMAR PICTURES CORPORATION



BIG DATES!

PARAMOUNTS, LOS ANGELES and HOLLYWOOD • FOX, SAN FRANCISCO • MALCO, MEMPHIS • PARAMOUNT, ATLANTA • PALACE, TAMPA and JACKSONVILLE • JOY, NEW ORLEANS • PARAMOUNT & FENWAY, BOSTON • TABOR, ALADDIN & WEBBER, DENVER • IMPERIAL, CHARLOTTE • FULTON, PITTSBURGH • STANTON, PHILADELPHIA • METROPOLITAN, WASHINGTON • FLORIDA, MIAMI • COLONY, MIAMI BEACH

Holiday Sends NY Grosses Up

New York first runs are doing the strongest business since the prosperous returns of the Christmas-New Year's period. There are no records in sight but in all situations the income is substantial enough to make theatremen jubilant, especially after the dull returns of the past several weeks. Broadway drew large crowds particularly on Sunday and yesterday and all indications point to continued good business throughout the week.

The majority of neighborhood spots also are drawing well, according to circuit heads. Especially healthy is "Cinderella" which opened at 33 RKO houses in the area and other independent theatres. Initial reports show that the multiple opening was "very good" at the box-office, according to Malcolm Kingsberg, president of RKO Theatres. Kingsberg, in commenting on general conditions, said he found business last week (Holy Week) not unusually below average and this was "encouraging." However, business in the Loew's circuit here last week was said to be a little under the returns of last year.

Set Early Openings

All first-runs here are opening from one to two hours earlier this week with an extra show on the programs to accommodate youngsters on school holiday. The traditional crowds are flocking to the Music Hall which has its annual Easter pageant on stage and "The Daughter of Rosie O'Grady" on the screen. The Hall grossed about $96,000 Thursday through Sunday and figures to wind up the week, second of the run, with a huge $165,000.

"Cheaper by the Dozen," also in a second week, with a holiday revue featuring Fran Warren on stage is providing the Roxy with a tremendous income. The show promises to wind up the week with an estimated $165,000. "Love Happy" is giving the Criterion its biggest business in many months, with a substantial gross of $37,000 apparent for the initial week. "City Lights" at the Globe also is getting important money, estimated at $36,000, for its first week.

'Comanche Territory' Robust

"Comanche Territory" is doing robust business at the Rivoli where the first week's take is likely to reach $43,000. "The Damned Don't Cry" with Peter Lind Hayes and Mary Healy on stage is expected to give the Strand about $65,000 in a strong first week.

"Reformer and the Redhead" with Sammy Kaye's orchestra on stage is very big at the Capitol where the estimated first week's gross of $95,000 is the best business the house has had in several months. "The Golden Twenties" is meeting all requirements at the Astor which looks for about $27,000 for the opening week. "Nancy Goes to Rio" is good at the State where $35,000 is likely for the first week. "Guilty of Treason" might reach $25,000 in a satisfactory first week at the Mayfair.

Still going strong, "The Third Man" probably will reach $34,000 in its 10th week, representing good improvement over the past few weeks at the Victoria. "Run for Your Money" is providing the Park Avenue with a substantial income, estimated at $13,000 for the first week. "Tight Little Island" is continuing at a good clip at the Trans Lux where the 15th week's gross is estimated at $15,000.

"Riding High" opened at the Paramount yesterday, following "Capt. Carey, USA" which drew about $40,000 in its final five days, adequate business.

In MINNEAPOLIS
"TIGHT LITTLE ISLAND"
THE TOAST OF THE NATION
is now in its
4th BIG WEEK
A Universal-International Release

Spring Warms Box Office; Grosses Shoot Up 25%

(Continued from page 1)

DETROIT

Sharp gains in weekend grosses were reported by first runs. "Cheaper by the Dozen" and "Capt. Carey, USA" were outstanding, with well above average returns delivered also by "Yellow Cab Man." Optimism is high with reports of a settlement of the Chrysler strike being imminent.

KANSAS CITY

Easter weekend business for first runs is reported far above average, with "Cheaper by the Dozen," playing at three Fox Midwest houses, and "Cinderella" at the RKO Missouri doubling normal Sunday grosses yesterday. Business was average or slightly above at most subsequent runs.

LOS ANGELES

Easter weekend broke fair and warmer, sending Saturday and Sunday grosses into new high ground for 1950. "Riding High" at two Paramount houses hit above the weekend average, and "Cheaper by the Dozen" was strong at five Fox West Coast houses. "Yellow Cab Man" did good business at the Egyptian and Loew's State.

MEMPHIS

Attendance at first runs over the Easter weekend was better than average, but no records were set. The New York Yankees played an exhibition game Sunday afternon and packed the ball park.

MIAMI

Outstanding business is being done here by "The Daughter of Rosie O'Grady," current at the Sheridan, Paramount and Beach. Others report very good weekend business.

MILWAUKEE

Despite snow and below freezing temperatures, theatres here did 20 per cent over average for the holiday weekend. "Samson and Delilah" gave the Palace block-long waiting lines. "Cinderella" was way over average at the Riverside. Managers believe good business will continue.

MINNEAPOLIS

Rain, sleet and snow failed to hamper attendance on the Easter weekend. "Cheaper by the Dozen" and "Cinderella" led a slate of fine performers.

NASHVILLE

Sunday business was described as terrific after slow matinee business Saturday. "Cheaper by the Dozen" led the high grossing parade.

NEW ORLEANS

Business was spotty here. Some houses reported excellent grosses, others good to disappointing. Major league baseball and opening of beaches, coupled with fine weather, hurt.

NEW YORK

See story in column one.

PHILADELPHIA

"Riding High," "Yellow Cab Man," "Cinderella" and "The Third Man" topped the Easter weekend business getters here. Business at other stands was rated fair to disappointing.

PITTSBURGH

Exhibitors were gratified by good Eastern weekend business, despite still abnormal economic conditions following upon the lengthy and disastrous coal and steel strikes. "Cheaper by the Dozen," "Cinderella," "The Yellow Cab Man," "Wabash Avenue" and "Tarzan and the Slave Girl" were the outstanding performers.

PROVIDENCE

Long waiting lines greeted "The Yellow Cab Man" opening here, with business very brisk generally. "Riding High" and "Wabash Avenue" also turned in the best weekend grosses in some time.

SALT LAKE CITY

Business was well above average at all first runs, despite snow and rain. "Riding High" and "Cinderella" took top money at the Centre and Utah, respectively. Hundreds of visitors for the Mormon Conference helped keep the box-offices busy.

SAN FRANCISCO

"Yellow Cab Man" at Loew's Warfield was top grosser here on Easter Sunday, but overall grosses did not come up to expectations because of a rainy Saturday and a cool Sunday.

SEATTLE

A 25 per cent increase in business is estimated for the holiday by Seattle and Portland showmen. "Wabash Avenue," "Cinderella," "Nancy Goes to Rio" and "Stars in My Crown" were top drawing cards. Increasing employment and population has showmen here optimistic.

WASHINGTON

Weekend business was spotty, some houses reporting unusually good grosses, others not up to expectations. "Cinderella," "Samson and Delilah" and "Cheaper by the Dozen" drew the healthiest trade. Others and many neighborhoods did average business or below.

Johnson Delays His Narcotics Speeches

Washington, April 10.—Senator Ed Johnson does not now plan to make this week his threatened speeches about the "Hollywood narcotics situation, Mitchum and Leila Leeds." Probably next week, he indicated.

Johnson

(Continued from page 1)

be primarily on any bill or regulatory plan but rather on the general subject of "exploitation by Hollywood of the public scandals involving the private lives of performers."

Jackson said both he and Senato Johnson were opposed "in principl and practice to censorship," but tha "in the last analysis, it might b necessary." He said one of the purposes of his trip was to see whethe things had arrived at "the last analysis."

Jackson said he was hopeful tha something could be worked out shor of that, and echoed Johnson's hop that the industry could work out plan of its own. He recalled tha early in 1948 he had submitted a pla to the industry for it to take the matter in hand itself, but added that " guess the time wasn't ripe for it." Hi plan, he said, envisaged a progra to "check things before they began, but if that didn't work, to suspen persons found guilty after a privat hearing and to have a general program on publicity for pictures wit those persons.

Johnson indicated that while h would have a revised and possibl stripped-down version of his fil licensing bill ready for the hearing he wanted witnesses to discuss th general problem. He made it plain th he still would prefer to have the industry bring forward some self-regulator plan—"that's the ideal way of handling this problem," he observed.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 67. NO. 70 NEW YORK, U. S. A., WEDNESDAY, APRIL 12, 1950 TEN CENTS

Allied Trio to Confer Sunday On Flat Rentals

Talks With Distributors To Begin on April 19

NEWARK, April 11.—Col. H. A. Cole of Texas Allied and Sidney E. Samuelson of Eastern Pennsylvania Allied are due to arrive in New York on Sunday and immediately will begin conferences with Allied of New Jersey president Wilbur Snaper in preparation for the trio's reopening on April 19 of talks with the distributors on the subject of flat rentals as against forced percentages. This was reported here today by Snaper during the regular meeting of the Jersey Allied at the Newark Athletic Club.

Cole, Snaper and Samuelson make up national Allied's flat rentals committee. The group, under the chairmanship of Cole, will confer with "as many distributors as possible" in an attempt to obtain flat rentals for a arge number of independent theatres.

The Cole committee held similar conferences here last year.

McCarthy Will Tour Europe for MPAA

John G. McCarthy, Motion Picture Association of America vice-president n charge of international affairs, will ail from New York tomorrow aboard he *S.S. Queen* Elizabeth for a six weeks' business tour of Europe, inluding in his itinerary Paris, Madrid, Rome, Frankfurt, Stockholm and London. McCarthy will confer with government officials and film industry heads on matters bearing on MPAA

(*Continued on page 6*)

McCormick to Chair MPAA Ad Council

S. Barret McCormick, RKO Radio dvertising manager, was elected hairman of the Advertising Advisory Council of the Motion Picture Asociation of America yesterday, relacing Mort Blumenstock, Warner dvertising-publicity vice-president. The chairmanship is filled on a rotatng basis every six months.

Snyder Names Freeman to Head Hollywood Bond Drive

Y. Frank Freeman has accepted the invitation of Secretary of the Treasury John W. Snyder to serve as chairman of the Hollywood committee for the industry's participation in the Independence Savings Bond Drive, it was announced yesterday by this industry's national drive chairman Samuel Pinanski.

Freeman, vice-president of Paramount and chairman of the board of the Association of Motion Picture Producers, in accepting this post informed Secretary Snyder that Hollywood producers would do everything possible to match the efforts of the nation's distributors and exhibitors in assuring the success of "what is probably one of the most significant drives the Treasury Department has ever undertaken."

1,000 Expected At JWV Award Dinner For Mayer Tonight

More than 1,000 persons are expected to attend the 55th anniversary dinner of the Jewish War Veterans of the United States honoring Louis B. Mayer at the Waldorf-Astoria here tonight. Mayer is to receive the Jewish War Veterans' 1950 Gold Medal of Merit for his contributions "to world understanding of America and the American Way of Life."

Eric Johnston, president of the Motion Picture Association of America.

(*Continued on page 6*)

BRITISH ADMISSION TAX FORCING THEATRES INTO RED: MEARS

A lot of theatres are going to be in the red if the admission tax in England is not curtailed shortly, Harry P. E. Mears, vice-president of Cinematograph Exhibitors Association, asserted yesterday on his arrival here on the *S. S. Queen Elizabeth.*

Mears, who will be here for about a month, said that theatre business in England in the past three or four months has shown a further distinct drop, ascribing the decline to both "over taxation and the shortage of money."

Mears expressed the opinion that even the new 30 per cent quota is too high, adding that "25 per cent would be nearer the mark." He

(*Continued on page 6*)

Korda Sees Better Films from Quota

The lowered British quota will probably result in the making of better pictures, Sir Alexander Korda said yesterday on his arrival here on the *S. S. Queen Elizabeth.* He sees very little other effects.

Korda, who is here "on routine business" will testify at arbitration proceedings with David O. Selznick revolving around their dispute over distribution of "Gone to Earth." Former Secretary of War Robert R. Pat-

(*Continued on page 6*)

Coast Unions and Guilds Would Force Labels on Reissues and Film Imports

Hollywood, April 11.—The local AFL Film Council of Guilds and Unions has instructed chairman Roy Brewer to investigate the possibility of enlisting the Federal Trade Commission's aid in setting up requirements that reissues and pictures filmed abroad by American companies be labelled as such. Under the plan promulgated at a Council meeting yesterday, reissues would be stamped with the original title and release date on the main leader and in advertising, and films made abroad would carry a line indicating the country where they were produced.

Organizational Meeting of NEFC April 18

25 Circuit - Head Board Members Called to N. Y.

April 18 has been set for the final organizational meeting of the National Exhibitors Film Co. at which specific plans for the financing of independent production will be mapped.

All board members and sponsors of the new company have been summoned to the session which will take place at the Hotel Astor here. More than 25 heads of leading independent circuits throughout the country comprise the board.

NEFC's initial plans call for a capitalization of $2,000,000 before actually engaging in production financing, and it is expected that this goal will have been reached by the meeting date. Key figures in the organizational work are Samuel Pinanski of American Theatres, S. H. Fabian of Fabian The-

(*Continued on page 6*)

Paramount, Buying Combine Conciliate

MINNEAPOLIS, April 11. — After some three years of "feuding" over rental terms and contract conditions, Paramount and Theatre Associates, largest Minneapolis buying combine, have made peace and the combine bookers are now making shifts to open dates for the newly acquired lineup. Agreement was reached in principle between the distributor and combine buyer Tom Burke two weeks ago

(*Continued on page 6*)

Sen. McMahon Hosts Goldwyn at Lunch

WASHINGTON, April 11.—Samuel Goldwyn was honor guest at a luncheon given today by U. S. Senator McMahon. Vice-president Alben W. Barkley and the following Senators also attended: Lucas, Anderson, Magnuson, Lyndon Johnson, Edwin John-

(*Continued on page 6*)

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

FRANK CAPRA'S RIDING HIGH A Paramount Picture IS "A GREAT ONE!"—N. Y. DAILY NEWS

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

9 Ohio Congressmen Back Tax Repeal

Columbus, O., April 11. — P. J. Wood, secretary of the Independent Theatre Owners of Ohio, reports that of Ohio's 23 Congressmen, nine favor complete elimination of the 20 per cent Federal admission tax, six support reduction to 10 per cent, seven are non-committal and one is silent. Wood said that "to obtain any noticeable benefit we must continue to strive for complete repeal."

Ungerleider Heads New Utah Variety

SALT LAKE CITY, April 11.—Henry S. Ungerleider of Intermountain Theatres was elected chief barker of Salt Lake's new Variety Tent. Other officers are: Tom Philbin of Republic, first assistant; Dan Kostopulos, theatre owner, second assistant; Howard Pearson, properties man; Clare Woods, dough guy, and Hal Hawk, Sidney L. Cohen, Ray M. Hendry, Shirl Thayne, Harold Chesler and Harry Swonson, canvasmen.

The Tent No. 38 will receive a charter in June.

Washington Variety Tent To Honor Contee and Price

WASHINGTON, April 11.—Variety Club of Washington, Tent No. 11, will give a buffet supper next Monday to welcome Gordon Contee back to the city, as branch manager of United Artists, and to bid farewell to Gerald Price, who leaves the UA post to become general manager of Glen Echo Amusement Park here. Contee was here formerly with 20th Century-Fox, then became 20th's manager in Pittsburgh.

Lippert Asks Aid For New Film Unit

SALT LAKE CITY, April 11.—Robert Lippert, addressing a meeting of approximately 75 Utah exhibitors here today, decried the star system, warned against the dearth of small pictures, and asked exhibitors to help him establish a new producing financial unit for making more small pictures. Lippert and stars of "Operation Haylift" had just come to Salt Lake City from the world premiere of the picture at Ely, Nev.

TV Directors Guild Hits SDG Claims

Attempts by the Screen Directors Guild to claim jurisdiction over television, as announced here by Cecil B. DeMille last week, will be opposed by the Radio and Television Directors Guild, declares Lester O'Keefe, president of the radio union. O'Keefe pointed out that his organization is chartered by the AFL for jurisdiction over all radio and television directors and that the union has contracts with all major TV networks in New York.

Personal Mention

AL LICHTMAN, 20th Century-Fox vice-president, will arrive here from the Coast tomorrow.

•

TED GALANTER, M-G-M San Francisco exploiteer, accompanied by MRS. GALANTER and BRIDGET CARR, M-G-M starlet, will arrive here tomorrow from the Coast by Yellow Cab. BERNIE EVENS, field representative who acted as advance man for the tour, has returned to his Kansas City headquarters.

•

EDWARD E. SULLIVAN, 20th Century-Fox assistant publicity manager, will leave here for the Coast tonight for a 10-day stay.

•

B. G. KRANZE, Film Classics sales vice-president, has left here for Detroit and Chicago.

•

BING CROSBY will sail from here tomorrow for a vacation tour of Europe.

ARTHUR ABELES, Warners' managing director for Britain, is scheduled to arrive here from England on the *Ile de France* tomorrow, and will remain until May 6.

•

ERIC JOHNSTON, Motion Picture Association of America president, returned here from Chicago last night and will meet with trade press publishers and editors at luncheon at the Harvard Club tomorrow.

•

SI SEADLER, M-G-M advertising manager, will leave here on Friday for a vacation at Alisal Ranch, near Santa Barbara, Cal., and will visit the studio before returning to New York.

•

MARY JANE O'CONNOR of Quigley Publications' business department has become engaged to THOMAS GAVIN.

•

RICHARD TODD, British actor, and MRS. TODD will sail on Friday for England.

40 Reade Theatres in Showmanship Drive

All 40 theatres of Walter Reade will participate actively in the "Movies Are Better Than Ever" campaign, it was disclosed by Reade, Jr. Harold Martz, city manager in Plainfield, N. J., has been named drive chairman.

The circuit will amplify the "Movies Are Better Than Ever" slogan by adding the phrase "Let's Go Tonight," and rather than use "canned" recordings, each manager will record the drive messages so that the audience will hear the message in the managers' own voice.

Wide Promotion for 'Golden Twenties'

"The Golden Twenties," March of Time's feature current at the Astor Theatre here, is being accorded an extensive promotional campaign. *Life* will carry a photographic summary of the RKO Radio release; five Doubleday book shops in New York are featuring books of the Golden Twenties; during the past week, 44 radio programs used the music of the film and there also have been radio interviews of producer Richard de Rochemont.

Concludes 'Annie' Tour

Dot Lind, billed as "The Modern Annie Oakley," has completed the national tour for which she was engaged by Howard Dietz, M-G-M vice-president in charge of advertising-publicity, as an advance agent for "Annie Get Your Gun." She appeared in 26 cities in 16 states.

Pressbook on Shorts

A special pressbook promoting six Paramount short subjects of the "Musical Parade" series in Technicolor, is now being distributed in all territories, according to Oscar A. Morgan, short subjects sales manager.

Dozen Tie-Ups For 20th-Fox's 'Dozen'

A dozen national promotions and tie-ins have been set by 20th Century-Fox to exploit its current release, "Cheaper by the Dozen," with the film's stars appearing in national campaigns set by the various firms involved, among them:

Jeanne Crain will be featured in a campaign by Libby, McNeil and Libby; full-page testimonials for Carvel Hall Cutlery; display stills for the Society of American Florists; and testimonial ads for Campbell soups, Proctor's toaster and Royal Crown Cola. Auto Lite will carry ads featuring Myrna Loy, while Ford Motor will distribute posters showing Clifton Webb in a Mercury sedan.

In addition, the picture and its cast will be featured in campaigns by *Look* magazine, Arthur Murray's dance studios, W. T. Grant department stores, Topoc Associates (food cooperative) and American Airlines.

SDG Stages Forum Here

Discussion and demonstrations of magnetic sound recording featured the Eastern Screen Directors Guild's first technical forum, held here last night at the Reeves Sound Studio. Leading the discussions were W. R. Hicks of Reevesound and R. H. Ranger, president of Rangertone. Jack Glenn, SDG president, welcomed the guests, and John Flory, chairman of the television and technical committee, presented the speakers.

WB, 'IA' Meet Resumes

Representatives of Warner's home office and IATSE Motion Picture Home Office Employes Local No. H-63 met until a late hour yesterday to iron out details of the pending settlement of a contract dispute which had reached the strike threat stage. None of the negotiators was available for comment.

Newsreel Parade

EASTER observances in various parts of the world and Communists and police clashing in Paris are current newsreel highlights. Other items include sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 30—Easter in Rome, New York and Hollywood. Communists riot in Paris. Canadian warships in New York. Flying auto. Sports: golf, stunting. Aquamanicas.

NEWS OF THE DAY, No. 264—Easter services. Paris police battle Reds. Spain celebrates peace anniversary. Copper mines in the Andes. Canadian warships visit the U. S. Science aids fishing.

PARAMOUNT NEWS, No. 67—Copper mines in Chile. British jet airliners. Canadian fleet visits the U. S. Communists riot in Paris. Easter story. Sports in the news: golf, diving.

TELENEWS DIGEST, No. 15-A—Easter in Rome. Paris: police clash with Reds. Washington: Lattimore vs. McCarthy. Northern Ireland's Minister Sir Basil Brooke arrives here. New submarine. Baby contest.

UNIVERSAL NEWS, No. 342—Easter in Italy, Hollywood, and New York. Turtle catch. Fishing for shrimp. Toy collection for orphans. Masters golf tournament. Goat hunt.

WARNER PATHE NEWS, No. 69—Easter services. Arrival of Sir Basil Brooke. Hawaii prepares to be 49th state. Jap Emperor hailed by crowds. Toys for orphans. Algeria: Marshall plan builds dam. Gold cup race. Great American quiz: Washington, D. C.

$500,000 for 'Idol' And '3rd Man' in N.Y.

Selznick Releasing Organization's "The Third Man" and "The Fallen Idol" have grossed over $500,000 in two New York theatres with a combined seating capacity of 1,600, Sidney G. Deneau, SRO sales vice-president, reported yesterday. Theatres are the Victoria on Broadway, and the Sutton on 57th Street.

"Third Man" will begin its 11th week at the Victoria tomorrow, and will continue indefinitely at that house. "Idol," now in its 22nd week at the Sutton, will continue there until June, when it will be pulled because of previous theatre commitments, SRO states.

Uncut 'Thief' Bows At Denver Aladdin

DENVER, April 11.—"The Bicycle Thief," Italian-made picture which, in its present form, has been refused the Production Code Administration's seal of approval, has opened uncut at Fox-Intermountain's Aladdin Theatre here. The circuit is a subsidiary of 20th Century-Fox's National Theatres.

Picture has been playing also at Warner's Princess in Philadelphia without a PCA seal.

'Ten' to Ask Rehearing

HOLLYWOOD, April 11.—Attorney Robert W. Kenney, representing the "Hollywood 10," said he will file a petition for a rehearing "and call attention to the court to various constitutional questions which we feel the Justices must have overlooked" in their decision made yesterday refusing to review the contempt of Congress conviction of Dalton Trumbo and John Howard Lawson.

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Pinanski Report on Arbitration in Week

Replies now have been received by Theatre Owners of America president Samuel Pinanski in Boston from more than half of the company presidents he wrote to urging that the distributors call conferences looking to t[illegible]establishment of an in-[illegible]ywide arbitration system.

It is understood that the replies are generally favorable, with a few being more or less non-committal. Pinanski is expected to divulge the results of the correspondence in about a week.

Weitman, Grimm to Head New York Cerebral Palsy Drive

Peter Grimm, chairman of the board of William A. White and Sons, and Robert M. Weitman, vice-president of United Paramount Theatres, have been named chairman and vice-chairman, respectively, of the New York campaign for the United Cerebral Palsy Associations' $5,000,000 drive, May 1 to 31.

Their appointments were announced yesterday by Leonard Goldenson, UCPA president and president of United Paramount Theatres, at a reception at the 21 Club. The two-and-one-half minute campaign trailer produced by Paramount Pictures and featuring Alan Ladd and William Demarest was screened for guests at the reception.

New England Exhibitors at Boston Palsy Drive Meeting

Boston, April 11.—Representatives of major theatre circuits and independent theatres today viewed "The Road to Hope," two-and-one-half minute trailer dealing with cerebral palsy. The exhibitors were asked by Hy Fine, general chairman of the Cerebral Palsy Drive in New England, to place coin boxes in their lobbies simultaneously with the showing of the trailer Fine also asked that collectors accelerate the solicitation of contributions, adding that $5,000,000 is essential to properly finance the national cerebral palsy program.

Breen Host to Munshi

Hollywood, April 11.—Production Code Administrator Joseph I. Breen will be host at a luncheon tomorrow in honor of K. L. Munshi, of Bombay, India, who effected a merger of a large number of censor boards in that country. Studio international department heads and members of the PCA staff will attend.

Frank C. Grubel, 79

Kansas City, April 11.—Frank C. Grubel, 79, president and chief stockholder in the Electric Theatre, operating the Electric Theatre, Kansas City, Kan., died on April 6. Grubel and his brother, the late Edward J. Grubel, were pioneer theatre operators in Kansas City, St. Joseph, Springfield and Joplin, all in Missouri.

Reviews

"Annie Get Your Gun"

(Metro-Goldwyn-Mayer)

Hollywood, April 11

THIS may well turn out to be the greatest musical production in screen history. That is covering a lot of territory, but you can't get any argument to the contrary out of anybody around here who has seen it. What you do get is strikingly uniform comment to the general effect that "with a reasonable number of films like this, the industry can forget about television, taxation, international trade barriers and all of its other troubles." Nobody questions that the attraction will shatter box-office records from coast to coast, and it is taken as a foregone conclusion that exhibitors will give it their wholesale endorsement in terms of all-out exploitation in every channel at their disposal.

Arthur Freed, number one producer of 1949, according to *Fame's* box-office findings, outstripped his distinguished previous best in bringing this spectacularly successful Rogers-Hammerstein stage hit to the screen. Using a cast that ranges to uncountable numbers, in scenes as big as all outdoors, and narrowing down on occasion without perceptible contrast to equally striking indoor sequences, he has turned out a harmoniously blended whole which demonstrates once and for all motion pictures' tremendous superiority over all other entertainment media.

The production starts on a higher pitch of interest than most musicals attain in their finale, and keeps right on going from then on. Director George Sidney, in consummate command of material that ranges from song numbers in close-up to figure drills employing innumerable horses and riders, sets a new high for his contemporaries to shoot at in the direction of musicals.

Betty Hutton plays Annie, but this is no Betty Hutton you have ever seen or heard. This is a new and superior Betty Hutton, as agile, dynamic and indestructible as before. Indeed more so but additionally a skilled portrayer of character and incomparably deft in delivery of song lyrics. In her handling, familiar Irving Berlin songs, known throughout America, come across as fresh and sparkling as if written this morning. With newcomer Howard Keel opposite her in most numbers and in romantic equation, Miss Hutton gives a performance that is rare indeed for film musicals.

In strikingly effective support are Louis Calhern as "Buffalo Bill" Cody, Edward Arnold as "Pawnee Bill," J. Carroll Naish as "Sitting Bull" and Keenan Wynn as Cody's press agent. Behind these in scintillating Technicolor are personnel and trappings in two such vast and venturesome Wild West shows as never toured the world save in beglamoured memory, and such feats of marksmanship as even original Annie can have but dreamed of, all in high good humor, in merriment and mirth, and in impeccable taste. The script by Edward Sheldon is swift, sure, and clean as rifle shot. Adolph Deutsch, musical director, Robert Alton, who staged the musical numbers, and Charles Rosher, whose cinematography is outstanding, contribute importantly to the over-all excellence of this production which is certain to capture the entire population's word-of-mouth support.

Running time, 107 minutes. General audience classification. Release date, not set.

William R. Weaver

"One Way Street"

(Universal-International)

THE familiar crime-and-retribution theme is reworked with standard trimmings in "One Way Street," a romance-melodrama that offers exhibitors three marquee names whose aggregate following among the fans must be a tidy total. These are James Mason, Marta Toren and Dan Duryea, who perform here with characteristic competence. None, however, comes through with acting that anywhere approaches the best of his or her individual career. The reason perhaps lies in a script whose characters are stereotypes and which fails to live up to its original promise of tense excitement.

Story is about an underworld medico (Mason) who runs away to Mexico with all of the loot of a robbery, and the girl friend (Miss Toren) of the gang leader (Duryea). While the mob chief fumes, frets and scowls in his Los Angeles apartment, and alerts a nationwide network of underworld henchmen to be on the lookout for the fugitive pair, the latter settle down in an obscure little Mexican peasant village where the doctor ministers to the health of the illiterate villagers and becomes a hero in their eyes. Ultimately he decides to go back to L.A. for a showdown with the man he double-crossed since it appears that the gangster soon would have found the fugitives' hiding place. Some three-way gunplay among Duryea, one of his henchmen and Mason results in the latter's leaving two dead men in the apartment. It looks like a happy future for Mason and Miss Toren, but as he crosses a street "to keep an old appointment" he is run down and killed by a car and she is left alone.

Hugo Fregonese directed, from a screenplay which Lawrence Kimble fashioned from his own story. Leonard Goldstein produced. The supporting cast includes William Conrad, King Donovan, Jack Elam, Tito Renaldo, Basil Ruysdael, Rodolfo Acosta, Margarito Luna, George Lewis, Emma Roldan and Robert Espinoza.

Running time, 79 minutes. General audience classification. For April release.

Charles L. Franke

Disc Jockeys Get 'Plug'

The nation's 2,200 disc jockeys have been sent a giant telegram, signed by Victor Mature, plugging song hits in "Wabash Avenue," by 20th Century-Fox and Leo Feist Music Publishers. About 1,500 to 1,800 airtime "plugs" are expected to result.

Regains Ohio Theatre

Hamilton, O., April 11.—Nat Turberg, former operator of the Palace Theatre, and later local city manager for Northio Theatres, is again taking over the Palace, which Northio has released under the government consent decree.

Ad Infinitum

Eric Johnston yesterday received an honorary degree of Doctor of Commercial Science from New York University's School of Commerce, Accounts and Finance, at ceremonies at the Waldorf-Astoria here. The citation described Johnston as a "many-talented virtuoso" who variously was "vacuum cleaner salesman, corporation director, longshoreman, expert on labor relations, physician's attendant, doctor of national ailments, high school journalist, widely admired author, paper-boy, law student, law librarian, sharpshooter, archer of words, master of pungent remark, high priest of the approach direct, non-visionary man of vision, realistic prince of progressives, issuer of sound ideological currency and coiner of the golden phrase."

And, oh, yes, president of the Motion Picture Association of America, which yesterday serviced the citation to the press.

Holiday Business Continues Strong

Despite intermittent showers Broadway theatre attendance continued at its holiday pace yesterday, with capacity business at many houses and waiting lines during the day at the Paramount, Music Hall and Roxy. "Riding High," "Daughter of Rosie O'Grady," with an Easter stage show, and "Cheaper By the Dozen" are the attractions at those theatres.

Reports from Motion Picture Daily correspondents, in addition to those published yesterday, reveal the following key city business conditions:

Buffalo—"Cinderella" and "Riding High" were the top performers here. "Yellow Cab Man" and "Stage Fright" also were good draws. Business on the whole is spotty, showing some signs of leveling off after good weekend grosses.

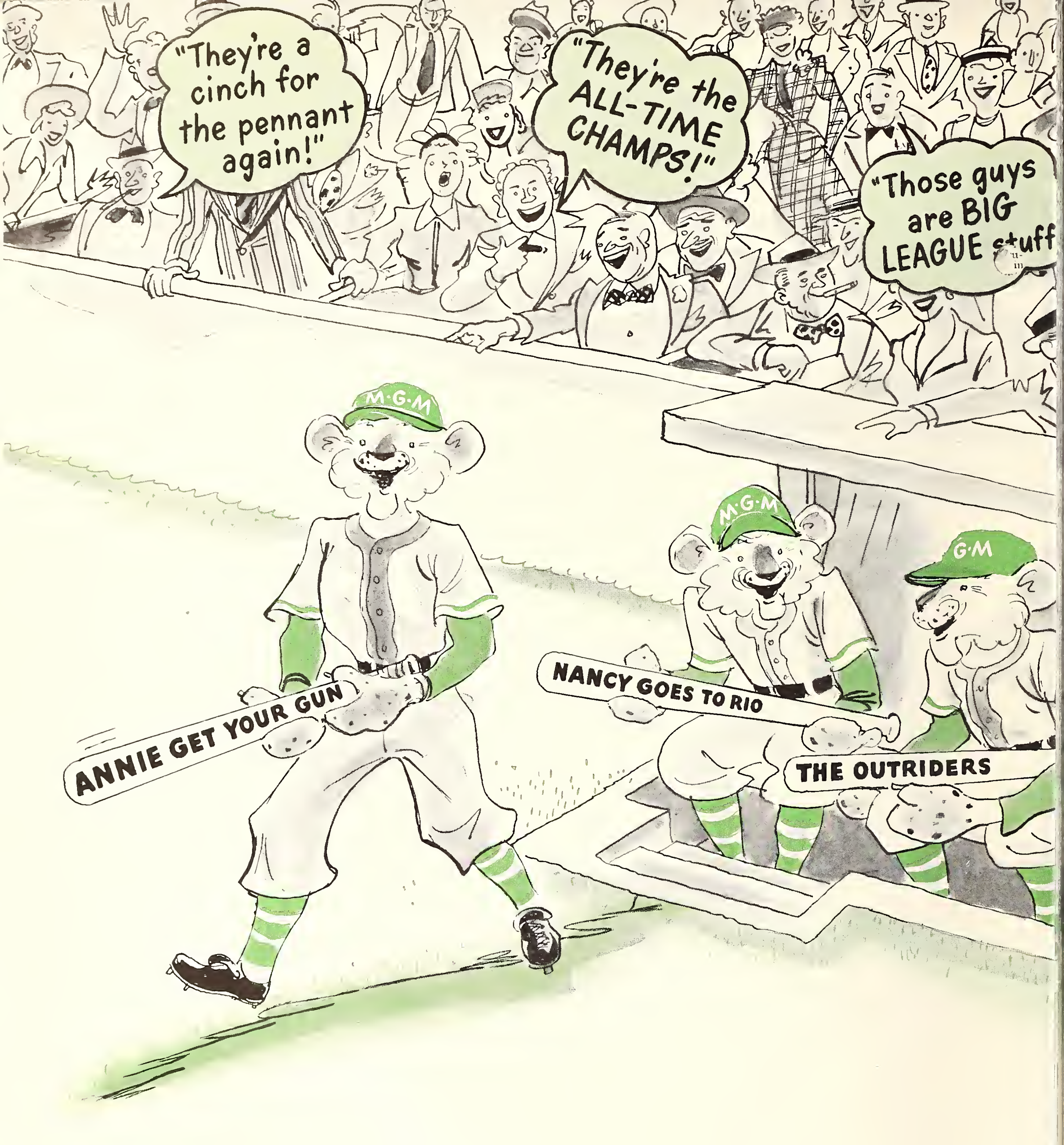
Hartford—First run houses with the exception of Warner's Strand reported business at the weekend as fair. The Strand, with "Barricade," reported better business than Easter a year ago.

Indianapolis—Cold, cloudy weather at the weekend failed to put a damper on holiday business here. Good grosses are expected to continue throughout the week. "Cinderella" did almost double the average business and is being held over at the Indiana. "Ma and Pa Kettle" and "Yellow Cab Man" also are big draws here.

Omaha—Holiday week business here is soaring well above last year's. "Cheaper By the Dozen" at the Paramount and "Cinderella" at the Brandeis look good for long, profitable runs. Showmen are enthusiastic about new product and expect business to continue strong for some time.

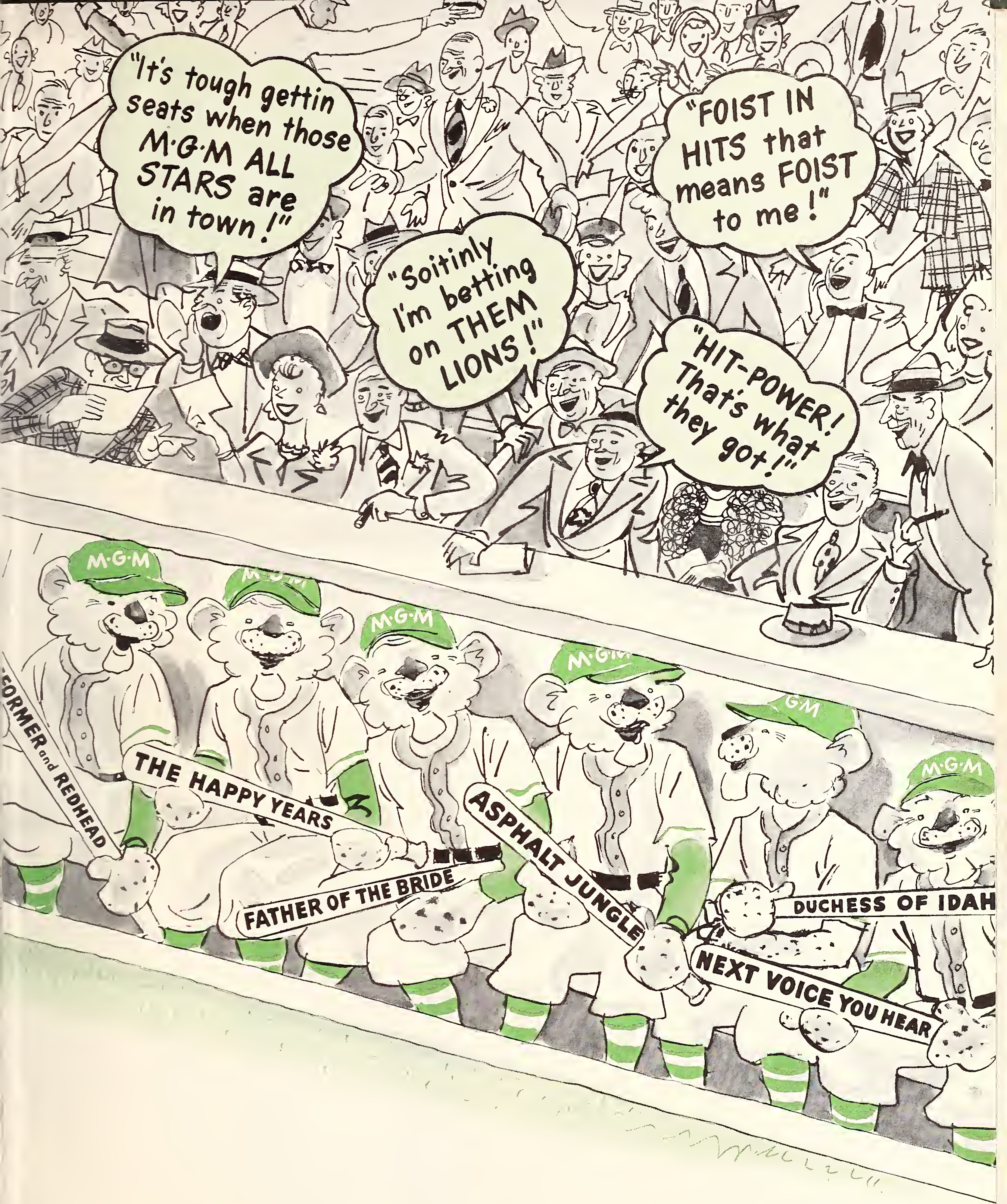
Shapiro Acquires 26

Films International of America, through Irvin Shapiro, general manager, has acquired distribution in the United States of the entire roster of Siritzky International's 26 films.


"They're a cinch for the pennant again!"
"They're the ALL-TIME CHAMPS!"
"Those guys are BIG LEAGUE stuff
M·G·M
M·G·M
G·M
ANNIE GET YOUR GUN
NANCY GOES TO RIO
THE OUTRIDERS

SAY IT WITH HITS!

And it's just part of the best line-up the All-Time Champs ever had!


"It's tough gettin seats when those M·G·M ALL STARS are in town!"
"FOIST IN HITS that means FOIST to me!"
"Soitinly I'm betting on THEM LIONS!"
"HIT-POWER! That's what they got!"
M·G·M
FORMER and REDHEAD
THE HAPPY YEARS
FATHER OF THE BRIDE
ASPHALT JUNGLE
DUCHESS OF IDAH
NEXT VOICE YOU HEAR

(Don't Relax Until We Axe The Movie Tax!)

Univ. Retires Pfd. Sinking Fund Stock

Universal has retired all 1,400 shares of 4¼ per cent cumulative preferred stock which were allocated to the sinking fund, the company reports. Retirement was pursuant to a resolution adopted by the board.

In consequence of the retirement, the company's capital has been reduced $140,000, the shares having had a par value of $100 each. Number of shares in the class are consequently reduced to 94,600, comprising 64,600 shares of the 4¼ series and 30,000 not at yet assigned to any series.

Para. First Quarter Net Is $1,400,000

Consolidated net profits of $1,400,000 were earned by Paramount Pictures in its first quarter as a producer-distributor, company stockholders are told in a letter from Barney Balaban, president. The net is after provisions for taxes, but does not include earnings from non-consolidated affiliates, such as the Allen B. DuMont Laboratories.

Balaban disclosed that part of the funds required to purchase 500,000 shares of Paramount stock at $21 per share was raised through an $8,000,000 loan on the Paramount Building here.

NY Copyright Group Meets on Ascap Fees

Copyright committee of the Motion Picture Association of America engaged in a general discussion of the American Society of Composers, Authors and Publishers' amended consent decree at a meeting here yesterday. Various views were expressed on producer payments to the Society for use of its music, but no conclusive action was taken.

McCarthy Will Tour

(*Continued from page 1*)

member company film interests in the respective countries. He will also discuss details of MPAA's Advisory Unit for Foreign Films.

Initial stop will be Paris, where McCarthy will talk with member company Continental managers. He will also hold conferences there with Roger Frogereais, president of the French Film Producers Association, and with Robert Cravenne, executive director of Uni-France Films, who were recently named by French producers to serve on the MPAA's Advisory Unit. Frogereais and Cravenne are due in New York later this month to study the functions and scope of the project.

On his visits to Madrid and Rome, McCarthy will be accompanied by Gerald M. Mayer, MPAA's Continental manager.

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Review

"No Sad Songs for Me"

(*Columbia*)

HERE is a touching drama, believably and honestly interpreted, of a gallant woman doomed to death from cancer and who, knowing it, paves the way for the future happiness of her husband and young daughter. The subject matter, never disguised, stakes out a new boundary in production integrity and, in so doing, may present the exhibitor with something of a problem. It is not unlikely that some will view it as a problem of size.

Yet it is no different from the speculations and the uncertainties preceding release of "The Snake Pit" which furrowed a path of its own in treating with insanity and amassed one of the greatest grosses in 20th Century-Fox's history.

There is nothing but praise to shower upon "No Sad Songs for Me" as a dramatic effort. Ruth Southard's story, as well as Howard Koch's screenplay, is understanding and sound, unencumbered with extraneous detail and direct in its approach. And yet it wisely avoids clinical pitfalls.

The principals are Margaret Sullavan, Wendell Corey, who plays her husband, and Viveca Lindfors as the other woman. The young daughter is Natalie Wood. Miss Sullavan wants another child but, instead, learns she is a cancer victim so far gone that treatment is futile and her life span limited to less than a year. When she surmounts the first shock of this disastrous news, she determines not to tell her husband.

When Corey is attracted to Miss Lindfors, a civil engineer latterly added to his staff, the seeds of a plan take hold. In the light of her own hopeless plight. Miss Sullavan unobtrusively sets out to encourage the situation. In love with Corey by this time, Miss Lindfors plans to leave town, but Miss Sullavan persuades her to stay. The probability is that Miss Sullavan would have kept her secret until the end if Corey had not checked the status of his wife's health and thus learns the truth. Shocked and helpless, nevertheless he takes her on a long-planned holiday in Mexico where they manage to relive as much of their romance as the rapidly descending shadow allows. In an off-screen sequence Miss Sullavan dies. On the screen are Miss Lindfors and Natalie, their affection for one another suggesting a promise of happiness for them and Corey in the days to come.

The nature of this powerful, yet tender, story at once suggests that the dominant performance must go to Miss Sullavan She motivates the entire film and beautifully calibrates the emotional range for which her role calls. While no other part can challenge hers—her first since "Cry Havoc," released in 1944—the other principal players do very well indeed. Buddy Adler, the producer, and Rudolph Mate, the director, deserve unstinted praise for the restraint they exercised and for so excellent a display of their skill as craftsmen in dramatic construction.

Running time, 89 minutes. General audience classification. For May release.

RED KANN

Korda Sees

(*Continued from page 1*)

terson is serving as arbitrator.

Korda plans about 12 pictures, which is about the same number he made last year. None will be made in cooperation with American companies, he disclosed. Korda said that business in England is off, but that "good pictures do just as well as ever."

Korda expects to return to England in about 10 days.

British Tax

(*Continued from page 1*)

termed the 25 per cent quota for second features is "ridiculous."

While here, Mears plans to visit Hollywood. He will return to England on May 9.

Para.-Combine

(*Continued from page 1*)

when Paramount division sales head James J. Donohue was in Minneapolis. Donohue and branch manager Ben Blotcky have conferred with TA on numerous occasions since the combine began its record holdout against Paramount three years ago.

$1.06 Columbia Dividend

Columbia Pictures' board of directors has declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on May 15 to stockholders of record on May 1.

NEFC Meet

(*Continued from page 1*)

atres, and Robert W. Coyne of Gamble Enterprises.

Since its formation was announced last fall, NEFC has been approached by numerous independent producers but has yet to give full consideration to any financing proposals, it is understood.

Simpp Not Talking At Johnson Hearing

Washington, April 11. — Society of Independent Motion Picture Producers president Ellis Arnall said here today that he had not been asked to appear before Senator Ed Johnson's hearings on Hollywood and has "no plans to volunteer as a witnes[illegible]o far as he knows nobody else from the SIMPP plans to testify before the Senate committee.

Goldwyn Is Honored

(*Continued from page 1*)

son, O'Connor, McFarland and Hunt.

This morning Goldwyn and Society of Independent Motion Picture Producers president Ellis Arnall conferred with President Truman "in general terms" about the foreign situation. Goldwyn, who said the visit was mainly to pay his respects to the President, told reporters that American pictures "still are absolutely the best and still lead everywhere in the world."

Yesterday, Goldwyn visited with Attorney-General McGrath here and today he saw Herbert Bergson, head of the Justice Department's anti-trust division. Observers believe the producers' conversations with the two revolved around what Goldwyn has described as monopoly in local exhibition.

JWV Award Dinner

(*Continued from page 1*)

is chairman of the observance and Charles H. Silver of New York is general chairman of the dinner committee. Francis Cardinal Spellman and Jackson J. Holtz of Boston, national commander of the Jewish War Veterans, will participate in the program Brig. Gen. Julius Klein of Chicago past national commander of the JWV will officiate as toastmaster and will present the award to Mayer.

Proceeds of the dinner will go toward expansion of the JWV's veterans' service program which last year aided 110,000 veterans of all faiths

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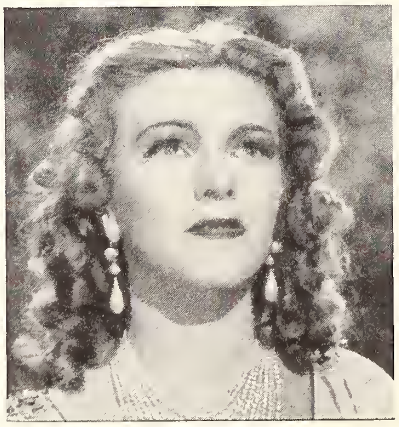

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$3½-Million ECA Guaranty From Germany

Major Portion May Be Issued Before June 30

WASHINGTON, April 12.—Economic Cooperation Officials estimate that they will guarantee film ompanies convertibility of about 3,500,000 earned in motion picture istribution in Western Germany uring 1950.

A memo from the ECA, put in today's *Congressional Record* by Senator Cain (R., Wash.), noted that as of January 31, applications were pending from film companies for $7,661,626 guaranty contracts — the lion's share of $10,308,152 in applications from all media.

ECA said "it is possible that a

(Continued on page 3)

US Stand on TV Licenses

WASHINGTON, April 12.—The Jus- ce Department today urged the Fed- al Communications Commission to ve serious consideration to anti-trust olations of applicants for broadcast television licenses before granting ich licenses.

The Department's stand was out- ned in a memo signed by anti-trust ief Herbert A. Bergson and special sistant John Stedman. Film com- nies have been urging the Commis-

(Continued on page 3)

DuMont Reports Rise n Sales This Year

Allen B. DuMont Laboratories had oss sales of $12,944,000 in the first weeks of 1950, compared with $9,- 3,000 in the corresponding period in 49, and $3,595,000 in 1948, Allen B. Mont told stockholders in his an- al report yesterday. As previously ported, the company had a net profit

(Continued on page 2)

Malone Asks Repeal Of Tax Immediately

Washington, April 12.—Senator Malone (R., Nev.) said today that excise taxes such as the 20 per cent Federal admission tax are based on a "soak the poor" principle, and he urged Congress to act immediately to repeal the wartime excise boosts.

Broad Effort Seen Vs. Film Attacks

The Motion Picture Association of America Advertising Advisory Council's voting on Tuesday in favor of amendments to the MPAA's Code of Advertising Ethics is regarded as but one facet of an impending overall effort on the industry's part to obviate further attacks of the kind Senator Edwin Johnson has made.

Reportedly spurred into action by some of the charges which Johnson has leveled against some recent aspects of motion picture advertising, the Council recommended amendments to the Code to prevent use of events and happenings not specifically related to a picture in connection with the picture's promotion. Proposed amendments are expected to be drafted in about 10 days.

The action taken by the Council is expected to be examined thoroughly

(Continued on page 3)

'3rd Man' Date at Lower Scale Sets Chicago Precedent

CHICAGO, April 12.—For the first time on record here, so far as is known, a simultaneous Loop booking will occur with one house charging a lower admission, when Selznick Releasing Organization's "The Third Man" plays day-and-date at the Selwyn and the Monroe, starting April 21. The booking is unusual and is a result of threatened action made by James Jovan, owner of the Monroe, against SRO for the company's reputed refusal to license the film to the Monroe while it continues to play at the Selwyn, although the film is being released on Friday to 15 neighborhood theatres on a day-and-date basis with the Selwyn run.

The Monroe was subsequently of-

(Continued on page 3)

JWV Awards Mayer 1950 Medal of Merit

"America has become the custodian of freedom, human dignity and economic security, and must remain so at any cost," Louis B. Mayer told more than 1,000 persons attending the Jewish War Veterans' 55th anniversary dinner at the Waldorf-Astoria here last night. The M-G-M studio vice-president was presented with the

(Continued on page 2)

COMPO Meeting Called For May 8 in Chicago

A meeting designed to complete the work of organizing the Council of Motion Picture Organizations has been called for May 8 at the Drake Hotel, Chicago, by Ned E. Depinet, chairman of the conference committee for COMPO.

Telegraphic notice of the meeting was sent yesterday to the 10 charter member organizations which have ratified the organizational setup and financing plan for COMPO. They are: Allied States, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Motion Picture Association of Ameri-

(Continued on page 3)

Arnall Hopeful For RFC Policy Change

WASHINGTON, April 12.—The Society of Independent Motion Picture Producers today stepped up its campaign to obtain Reconstruction Finance Corporation loans for film production, as SIMPP president Ellis Arnall spent a good part of the day in talks with RFC officials from chairman Harley Hise on down.

"They listened," Arnall said tonight.

(Continued on page 2)

US Fights Bid By RKO for Divorce Delay

Company Wants to 1953; Court 'Bout' Wednesday

RKO has asked the U. S. District Court here to extend the company's deadline for completion of divorcement to Feb. 8, 1953, and will argue the motion at a hearing already set by the tribunal for next Wednesday. Under the RKO consent decree as it now stands, the deadline is set at May 8, 1950.

The company's court bid follows a request for more time to the Department of Justice. This was turned down, it is understood, on the ground that the whole meaning of consent decrees would be lost if there are to be extensive delays in carrying them out. The Depart-

(Continued on page 3)

Bar Reissues For A Year

HOLLYWOOD, April 12.—Reissues will be entirely eliminated from the 20th Century-Fox release schedule for the next 12 months, company president Spyros Skouras announced today following a studio visit during which he viewed 10 forthcoming productions.

"I am confident this step will help cure box-office ills," Skouras said. "I feel, too, that when these pictures hit the screens of the nation, one after another, the box-office will feel a decided

(Continued on page 3)

Coast Meeting on 9 Paramount Releases

Plans for handling nine spring and summer releases will be discussed this weekend at a meeting of Paramount branch and sales managers in the Western division to be held in Los Angeles. The meeting was set up by division manager George A. Smith following his return there from New

(Continued on page 3)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

FRANK CAPRA'S RIDING HIGH A Paramount Picture HAS EVERYTHING! BING UP FRONT! — N. Y. MIRROR

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Holiday Pace Holds At N.Y. First Runs

Agreeable spring weather was credited in part with keeping the Broadway area here crowded with visiting out-of-towners and vacationing New York students throughout most of yesterday. Theatre business continued at a robust pace generally, and long box-office queues were the order, particularly at Radio City Music Hall, playing "The Daughter of Rosie O'Grady"; at the Paramount, with "Riding High," and at the Roxy, with "Cheaper by the Dozen."

Writers to Request Court to Reconsider

WASHINGTON, April 12.—John Howard Lawson and Dalton Trumbo will definitely ask the U. S. Supreme Court to reconsider its action last Monday refusing to review a Court of Appeals decision upholding their contempt of Congress conviction. This was the word given the court today by attorneys for the two former film writers. The attorneys said a rehearing petition is being prepared and will be filed as soon as it is completed. The high court rarely agrees to reconsider an earlier action.

Meanwhile, Chief Justice Vinson denied a request of Lawson and Trumbo that the High Court's mandate to the Appeals Court be stayed pending action on the rehearing petition.

Big Ad Campaign for 'Annie Get Your Gun'

M-G-M is spreading out one of its most extensive advertising campaigns for "Annie Get Your Gun," with Howard Dietz, vice-president and director of advertising-publicity, and Silas F. Seadler, advertising manager, supervising the campaign, which is being handled by Donahue and Coe here.

Video Directors in L. A. Join SDG

LOS ANGELES, April 12.—The complete directorial staff of television station KTTV today joined the Screen Directors Guild, which recently proclaimed its jurisdiction over the television field. The entire staff of KTLA joined yesterday, and it is expected others will follow suit.

Rubine Heading Home

Irving Rubine, vice-president of Robert Stillman Productions, will return to his Hollywood headquarters today after a one-week stay here during which he discussed sales representation for the new independent company with producers' representatives here. He also looked into setting up a New York publicity unit for the firm but the closing of deals on both matters will await meetings with his Coast associates.

Personal Mention

ROY DISNEY, president of Walt Disney Productions, and MRS. DISNEY, and A. H. ROBINSON, Eastman-Kodak secretary-treasurer, and MRS. ROBINSON are among the passengers sailing from here for Europe today on the *S. S. Caronia*.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, will leave here next Thursday for a Miami vacation.

•

ARTHUR FREED, M-G-M producer, has returned to the studio after a visit to Honolulu.

•

ARTHUR HORNBLOW, JR., M-G-M producer, and MRS. HORNBLOW are in New York from the Coast.

•

ISABELLE AUSTIN, Roxy Theatre publicity director, will leave here today for a vacation at Miami Beach.

SOL LESSER, producer, and MRS. LESSER will arrive here Monday from the Coast and will sail for Europe on the following Saturday.

•

A. F. E. CAMPBELL, formerly chief comptroller for the International Refugee Organization, Geneva, Switzerland, has been appointed comptroller of Odeon Theatres of Canada.

•

HAROLD MIRISCH, Allied Artists and Monogram vice-president, is here from the Coast and will sail for Europe tomorrow.

•

PHIL GERSH, of Loew's home office, and MRS. GERSH are the parents of a second daughter, born at Jewish Memorial Hospital.

•

SAMUEL PINANSKI, president of Theatre Owners of America, is due here from Boston early next week.

Legion Reviews 8; Classes Two as 'B'

Eight additional films have been reviewed by the National Legion of Decency with three receiving a "B" rating. In that class are Columbia's "Cargo to Capetown," Warner Brothers' "The Damned Don't Cry," and Lux Film's "Maifa."

In Class A-I are United Artists' "The Great Plane Robbery," and Republic's "Twilight in the Sierras." In Class A-II are M-G-M's "Annie Get Your Gun," RKO's "Tarzan and the Slave Girl" and Monogram's "Over the Border."

20th Premiere for 'Big Lift' April 29

The world premiere of 20th Century-Fox's "The Big Lift" will take place on April 29 at the New York Rivoli Theatre. It will be attended by top officers who figured in the Berlin airlift, and will be launched with ceremonies paying tribute to the men who took part in the original undertaking.

The film was made in Germany, with the bulk of the cast consisting of fliers actually participating in the air operation.

Ark. ITO Meets May 2-4

LITTLE ROCK, Ark., April 12.—Independent Theatre Owners of Arkansas will hold its annual convention at the Hotel Marion here May 2-4 instead of May 23-25. Sam B. Kirby, Arkansas ITO president, said the new dates were arranged to avoid conflicting with the convention of Allied Independent Theatre Owners of Mid-South at Memphis May 23-24.

Mass for Mrs. Dowden

A Requiem Mass will be offered for Mrs. Dorothy Dowden this morning at St. Josephat's Roman Catholic Church, Bayside, Long Island. Mrs. Dowden, who died Sunday night, was the wife of Edward Dowden, Jr., Eagle-Lion exploitation representative. She is also survived by two daughters, Ann, eight, and Lynne, three.

'Golden 20's' Night At New York Astor

"Golden Twenties Celebrity Night" will be held tonight at the New York Astor Theatre, where Richard de Rochemont's March of Time feature is playing.

Robert Mochrie, vice-president of RKO Radio, the releasing company, and de Rochemont, will judge a fashion show. de Rochemont will be awarded a Bulova "Academy" watch for assembling the record of the period. Radio commentators appearing in the film who are scheduled to attend are Frederick L. Allen, Robert Q. Lewis, Elmer Davis, Allen Prescott and Red Barber.

Arnall Hopeful

(*Continued from page* 1)

"They offered no encouragement or no discouragement. The RFC has never given a film production loan. I am hopeful the board will hold hearings and change its policy."

Arnall will continue his talks with Hise, RFC loan manager C. Y. Dodds and other officials. Significantly, he mentioned that producer Sam Bischoff is in town and Arnall will meet with him tomorrow on a "problem." Producers Harry Sherman and Vernon Clark may also come down from New York tomorrow, Arnall said, but declined to say if they planned loan applications to the RFC.

The conferences here are considered a hopeful sign, as the loan applications could be handled through the RFC's West Coast offices.

Arnall had a "purely social" lunch with top Federal Trade Commission officials today. He noted that the FTC "has possibilities as a second prong with the Justice Department in getting anti-trust laws enforced."

Arnall also introduced William C. MacMillen, Jr., Eagle-Lion executive, to anti-trust chief Herbert Bergson. Though he said he did not know what business MacMillen had with Bergson, Arnall said that E-L acts as distributor for films produced by SIMPP members and "naturally, we would be affected if E-L were being squeezed in some situation."

Children a Potent Patronage Force

Families with children spend annually 37.1 per cent more than families without children for motion picture entertainment, it is reported by the Research Bureau of *Parent's Magazine.*

The report contains specially tabulated statistics obtained from the Bureau of Labor Statistics, U. S. Department of Labor, on family expenditures by representative groups of families.

Awards Mayer

(*Continued from page* 1)

organization's Gold Medal of Merit for 1950.

Eric Johnston, president of the Motion Picture Association of America, and Francis Cardinal Spellman also participated in the program. Charles H. Silver, chairman of the dinner, introduced Mayer and the other speakers. Brig.-Gen. Julius Klein, past JWV national commander, made the award presentation.

Johnston praised the JWV for lending a helping hand to veterans regardless of faith and, turning to worl conditions, called for a "new approach" by a "wise leadership" to convince the world that America stand for the rights of the individual rathe than merely material standards.

Jackson J. Holtz, JWV nationa commander, reported on the organization's activities during the past yea which included aid to more than 110 000 veterans of all faiths.

Senator Wiley Calls L. B. Mayer "An Acknowledged Pacemaker"

WASHINGTON, April 12.—Louis Mayer was praised in the Senate toda as "the acknowledged pacemaker a pace-making industry."

Senator Wiley (R., Wis.) told t Senate that Mayer's life and contrib tions to the American free-enterpri system are "parts of an epic ev greater than any of the cinema epi which his world-famous company h produced." He declared that May initiated a host of film techniques a programs which "have since beco the accepted standards and indeed t ideals of the industry."

DuMont Sales Rise

(*Continued from page* 1)

of $3,269,880 in 1950, compared w $2,701,767 in 1949.

Meanwhile, Paramount presid Barney Balaban and board mem Edmund L. Weisl have been electe the directorate of DuMont, replac Bernard Goodwin and Arthur Isr Jr., both also of Paramount, who signed. Paramount, which owns per cent of the DuMont stock, is represented on the eight-member Mont board by Paul Raibourn, v president of the film company, president of Paramount Televisio

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Zenith Asks Test Changes

WASHINGTON, April 12.—Zenith Radio Corp. has asked the Federal Communications Commission for permissi[illegible] make some changes in the physic[illegible]setup of its experimental television station in Chicago to get improved efficiency for its planned phonevision tests, while leaving unchanged its one kilowatt power.

It has asked leave to replace its present transmitter with a new one and to move the station site from suburban Chicago to a downtown location. A previous request which included a power change was denied by the FCC last month.

ECA Guaranty

(Continued from page 1)

major portion of the total (of new guaranty contracts) may be issued before June 30, 1950."

Up to Dec. 31, 1949, film companies had received guaranty contracts totaling $1,163,539, out of a total of $2,323,291 awarded all information media. The Motion Picture Export Association had received convertibility guaranties for $1,093,539 and Bookfilm International Corp. a guaranty for $70,000. Both contracts were for operations in Western Germany.

TV Licenses

(Continued from page 1)

sion not to adopt a policy of denying licenses to firms that have violated the anti-trust laws, but merely to consider such violations as one of many character qualifications.

Emphasizing the "great economic power that goes with a radio license, Justice reminded the FCC that "it becomes of the greatest importance that licenses for such stations be awarded to those who will exercise the proper self-restraint and avoid misuse of their powers. It is against this backdrop that the Commission must consider and weigh the applicants."

Paramount Releases

(Continued from page 1)

York, where he attended a divisional managers' meeting with A. W. Schwalberg, president of Paramount Film Distributing Corp.

Attending the sessions will be: Frank H. Smith, Salt Lake City; Wayne Thiriot, Portland; Ward Pennington, Denver; Henry Haustein, Seattle; H. Neal East and Robert Clark, San Francisco; A. R. Taylor and Ralph Carmichael, Los Angeles.

Plans for the following pictures are on the agenda: "No Man of Her Own" and "The Eagle and the Hawk," to be released in May and June; "My Friend Irma Goes West" and "The Lawless," for July; "The Furies" and "Sunset Boulevard," for August and September; also, "Samson and Delilah," "Riding High" and "Captain Carey, U.S.A."

Acquires Realart Branch

Harold Schwarz, owner of Tower Pictures, Dallas, has taken over the Realart exchange there from John Franconi and Clair Hilgers.

Reviews

"Customs Agent"

(Columbia)

THE VITAL and sometimes dangerous work of the U. S. Customs Bureau in tracking down its quarry serves as the inspiration for another documentary-styled drama in Columbia's "Customs Agent." The picture is a standard melodrama with good action sequences. Some highly entertaining footage is provided by the semi-documentary climax, in which the Federal agency, through the services of a helicopter, corrals a boatload of smugglers.

William Eythe has the principal role as a Customs agent in the China territory, bent on getting at the bottom of a streptomycin-smuggling ring. His is the dangerous assignment of becoming a member of the black market gang and unmasking the identity of the leader. Through some careful planning Eythe succeeds in joining the gang and is sent by them to the U. S. to be used as a tool in smuggling narcotics. After a few tries, Eythe meets the top man of the gangster and is ready for the big job of smuggling a consignment of streptomycin into Shanghai. He has a close call on this one but finally manages to mobilize forces of the law in the nick of time and bring the outlaws to justice.

Others in the cast are Marjorie Reynolds as a woman in league with the smugglers; and Griff Barnett, as the "big brain" of the outlaws. Rudolph C. Flothow produced and Seymour Friedman directed from a screenplay by Russell S. Hughes.

Running time, 72 minutes. General audience classification. Set for May release.

MANDEL HERBSTMAN

"Code of the Silver Sage"

(Republic)

THE demands of the market are met with no trouble at all in "Code of the Silver Sage." Allan (Rocky) Lane is an agreeable hero, the story is adequate and the direction spirited, all making for a good one for Western audiences.

Written by Arthur E. Orloff, the screenplay presents Lane as an army lieutenant fighting lawlessness in the Arizona Territory. His chief adversary is Roy Barcroft who is bent on keeping the area out of the union of states and whose plans include the assassination of "the President," otherwise unidentified. Lane and his associate, Eddy Waller, arrive in the nick of time to rescue the chief executive from Barcroft's gang.

Fred C. Brannon directed and the supporting players include Kay Christopher, Lane Bradford, William Ruhl, Richard Emory and Kenne Duncan. Gordon Kay was associate producer.

Running time, 60 minutes. General audience classification. Release date, March 25.

GENE ARNEEL

COMPO Meet May 8

(Continued from page 1)

ca, Motion Picture Industry Council, Pacific Coast Conference of Independent Theatre Owners, Society of Independent Motion Picture Producers, Theatre Owners of America, the trade press and Variety International.

Representatives of the organizations were asked to be prepared to remain for a second day if the work of drafting by-laws and other organizational essentials is not completed on May 8.

"I am sure you share my regret over unavoidable delays," Depinet's wire said, "and feel as I do that the opportunity for COMPO to do an important job for our industry was never greater."

Designed to undertake an over-all public relations assignment for the industry, COMPO was planned at a meeting in Chicago last August. The participating organizations ratified the plan in principle in ensuing months and a second meeting was held in Washington last December to further the organizational work. At the latter meeting, in addition to agreeing upon a name for the organization, it was proposed to finance the organization, which would include a full-time paid executive officer, by means of an assessment of 10 cents on each $100 of film rental for participating theatres, to be matched by an equal amount from producer and distributor participants.

All organizations except TOA ratified the December proposals by the Feb. 20 deadline. Opposition to the budget and executive plan with TOA ranks led to a delayed ratification, with reservations, by that organization.

Broad Effort

(Continued from page 1)

today by the scheduled annual meeting of the Association and the MPAA directors meeting which will follow. The meetings are expected also to devote considerable attention to possible plans for an overall effort to prevent future attacks like Johnson's, and to lay the groundwork for the industry's defense at the hearing into "Hollywood scandals" which Johnson's Interstate Commerce Committee has scheduled for May 15 in Washington.

Judge Stephen S. Jackson set out yesterday to "gather material" in Hollywood in behalf of Johnson's probe into "motion picture morals." The one-time acting Production Code Administrator in Hollywood was named "technical consultant" to the Johnson Committee. Before leaving Washington yesterday by plane, he said that he will discuss with producers and studio executives "the possibility of working out a constructive future program.

Studio Jobs, Wages Up in February

Hollywood, April 12.—Studio employment in February increased slightly over the January level, the California Labor Bureau's monthly report indicates. The February index figure of 67.1 per cent compares with January's 66.2 and with February, 1949's 63.9, on the Bureau's scale which regards the 1940 average as 100. February's average weekly earnings of $95.52 compares with January's $94.32.

RKO Divorce

(Continued from page 1)

ment is expected to take the same stand when it opposes the RKO motion at next Wednesday's court session.

The RKO position is that the New York Federal Court's divorcement decision gave Warner, Loew's and 20th Century-Fox until 1953 to split with their theatres, and it should be given the same consideration.

Its original pact with the government gave RKO until last Nov. 8 to consummate the reorganization but an extension of six months, to May 8, was allowed at that time.

Meanwhile, scheduled for argument on Monday in the same court is the RKO petition for appointment of a trustee for the company's stock in Metropolitan Playhouses.

'3rd Man' Date

(Continued from page 1)

fered the film, to open Friday, but thinking it unable to acquire the film, booked another bill, and thus set it for the 21st. "Third Man" will play for one week at the Monroe as the top half of a double bill at 60 cents top admission, while the Selwyn will get 98 cents. The film is scheduled to continue at the Selwyn, owned by the Shuberts, after the Monroe booking, for four weeks. It will also play day-and-date on April 21 in another dozen or more outlying houses.

Bar Reissues

(Continued from page 1)

shot in the arm, due to their quality."

Spyros and Charles Skouras, accompanied by their wives, left here tonight by plane for a vacation at Mexico City. Vice-president Al Lichtman, who joined Skouras here from New York, returned there tonight.

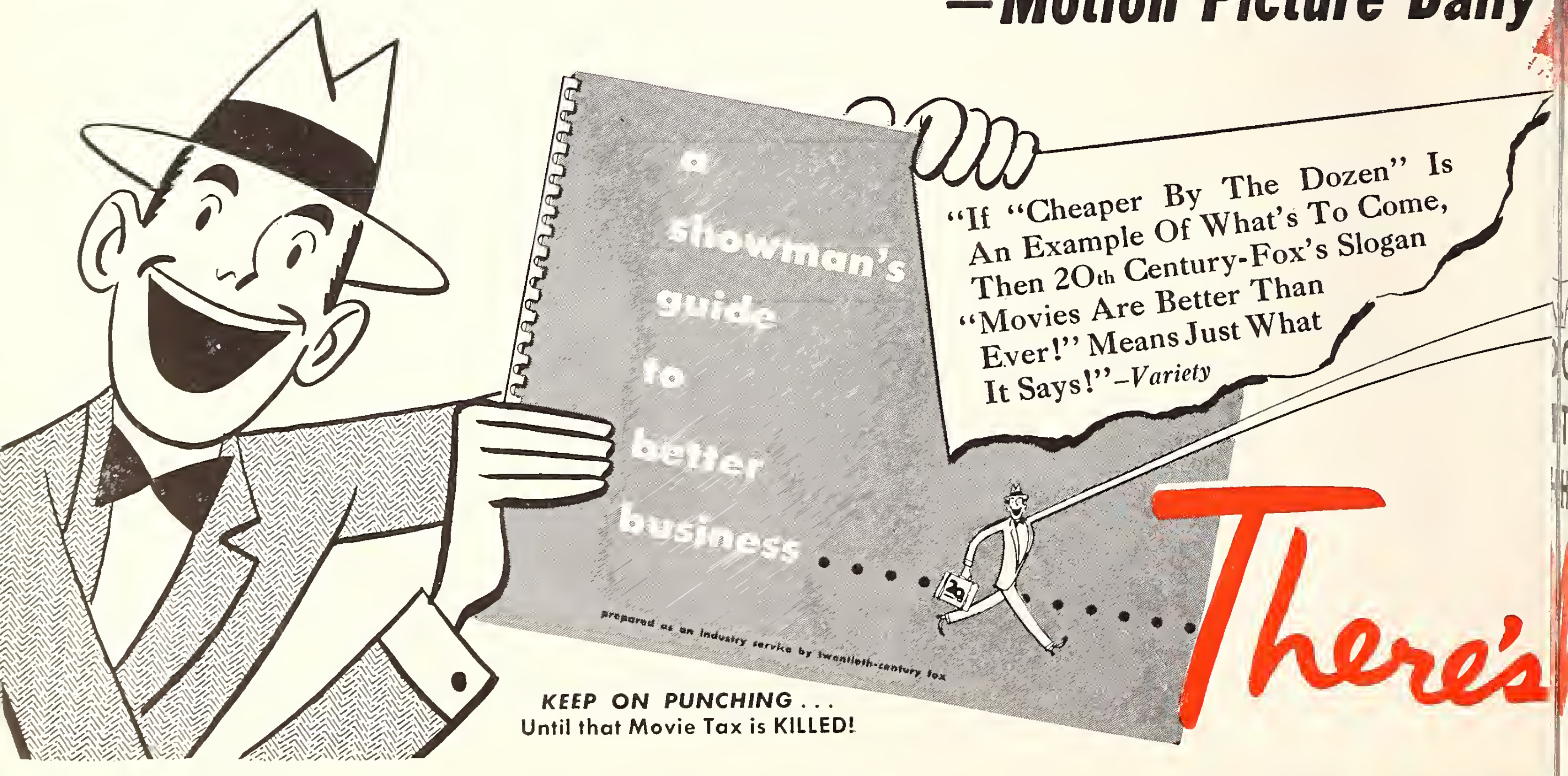
Phonevision:

Theatre Competition?
Telephone Partnership?
Clever Promotion?

See MOTION PICTURE HERALD, out tomorrow

"IT WAS 20th CENTURY-FOX WHICH CAME UP WITH THE SLOGAN "MOVIES ARE BETTER THAN EVER." THE SAME COMPANY IS NOW HERE WITH MERCHANDISE THAT UNDENIABLY MAKES GOOD THAT CLAIM!"

—Motion Picture Daily


a showman's guide to better business
prepared as an industry service by twentieth-century fox
There's

"If "Cheaper By The Dozen" Is An Example Of What's To Come, Then 20th Century-Fox's Slogan "Movies Are Better Than Ever!" Means Just What It Says!"—*Variety*

KEEP ON PUNCHING . . .
Until that Movie Tax is KILLED!

MONTGOMERY

CLIFT · PAUL DOUGLAS

THE BIG LIFT

. . . *and Here's More Product to Give Your Boxoffice The Big Lift*

CHEAPER BY THE DOZEN Technicolor · **WABASH AVENUE** Technicolor · **TWELVE O'CLOCK HIGH**
THREE CAME HOME · MOTHER DIDN'T TELL ME · WHEN WILLIE COMES MARCHING HOME · A TICKET TO TOMAHAWK Technicolor · **UNDER MY SKIN · NIGHT AND THE CITY**

No Business Like 20th Business

CENTURY-FOX

TREASURE ISLAND
BY
ROBERT LOUIS STEVENSON

Maker of dreams . . .

● To make dreams like this convincing . . . to show them with the smoothness that brings life and reality . . . that is the job of the optical-effects man.

Yet it is only one of his many contributions to modern pictures. By his skill with the optical printer . . . his production of fades and wipes, of dissolves and laps . . . he plays an important part in giving American movies their high standard of technical excellence.

If the optical-effects man is to play this part to the full, he must use dependable film of superior quality. That's why he usually prefers to work with the large and well-known family of Eastman motion picture films.

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NEW YORK 18, N. Y.

VOL. 67. NO. 72 NEW YORK, U. S. A., FRIDAY, APRIL 14, 1950 TEN CENTS

Phonevision Tie Rejected By A. T. & T.

Won't Allow Attachments To Circuits; Billing Out

American Telephone and Telegraph Co. and its associated Bell Telephone companies will not allow he Phonevision filter to be attached to their regular subscriber circuits, *Motion Picture Herald* will say oday.

The A. T. and T. and Bell companies are cooperating in the proposed test of the system for 300 Chicago families next autumn only to the extent of supplying leased direct wires from the Zenith Radio Corp. station to the test households, the *Herald* will report.

What is more, it is said, the telephone companies will not now or in

(*Continued on page 6*)

Scores of Owners In Cleveland Ask For Clearance Cut

Cleveland, April 13.—The Cleveand Motion Picture Exhibitors Association has voted to demand changes n clearance from all exchanges, based on a claim of too wide a divergence between the 21-day and the 63-day houses. A move-up is sought of at east seven days in the present schedule of 35, 49 and 63 days, for the subsequent houses.

A letter to this effect has gone out o all distributors with notation that f nothing is done about it within 14

(*Continued on page 3*)

SPG-SOPEG Merge Into Single Union

The Screen Publicists Guild voted ast night to combine with the Screen Office and Professional Employes Guild, marking the completion of a merger which has been proposed for some time. The new union, which according to Jack Ryan, SPG execu-

(*Continued on page 6*)

Britain's Film Financing Faces Loss; Fails to Help

By PETER BURNUP

London, April 13.—Inability of the government's National Film Finance Corp. to improve the condition of British production through its financing activities is reflected in NFFC's first annual report, made public here today.

A total of $12,558,070 in production loans were approved in the first year, of which $2,078,760 have not yet been drawn upon. Only $135,337 has been repaid to the $20,000,000 government corporation fund to date, leaving $12,422,732 in commitments outstanding.

NFFC's report says the financial

(*Continued on page 6*)

Most Newspapers Fail to Support Films: Leon Brandt

Eagle-Lion national advertising-publicity director Leon Brandt yesterday called upon the industry to "realize" that it could save "millions of dollars annually by a prudent reappraisal of its lay newspaper contracts and contacts." He charged at the same time that with very few ex-

(*Continued on page 3*)

Submit Video Issue to '4A's'

After months of negotiations in which Television Authority and the screen guilds have failed to reach a partnership agreement on television jurisdiction, and TVA has informed the Screen Actors Guild in Hollywood that it would submit the question of jurisdiction for immediate action by "the Associated Actors and

(*Continued on page 6*)

Reagan Lists Bond Leaders

Appointment of exchange area chairmen for the Independence Bond Drive was announced here yesterday by Charles Reagan, M-G-M sales executive, who is chairman of the distributor's committee for the industry's participation in the drive, May 14-July 4.

Reagan stated that "these distribu-

(*Continued on page 3*)

CLEVELAND OWNERS PAY ON SEAT BASIS FOR INSTITUTIONAL ADS

Cleveland, April 13.—Members of the Cleveland Motion Picture Exhibitors Association have unanimously voted to assess themselves one cent per seat a month for three months to cover the cost of an extended institutional advertising program as a follow-up to the institutional copy advocated at the 20th Century-Fox "Showmanship Meeting" here and which recently appeared in all three local daily newspapers.

M. B. Horwitz, campaign chairman, announced that available as campaign promotions are metal auto license plates in two styles, "Movies Are Better Than Ever" and "Let's Go to the Movies"; rubber stamps of the slogans for exhibitors to give to merchants to

(*Continued on page 6*)

Sullivan to Meet on 'Free Movie Day'

Washington, April 13.—Motion Picture Theatre Owners of Metropolitan Washington will meet with Theatre Owners of America executive director Gael Sullivan next Wednesday to discuss proposals of the Washington group for boosting film business. One suggestion being discussed here is for a national "Free Movie Day." Sullivan will stop here on his way back to New York from Texas.

RFC Loans for Independents Urged at Meet

Arnall, Sears, Bischoff Confer with Top Officials

Washington, April 13.—Meetings which it is hoped may lead to the first RFC loan for film production continued here today.

SIMPP president Ellis Arnall, Gradwell Sears, president of United Artists; producer Sam Bischoff, and attorneys Max Siskind and Ed Mosier met all day today with top RFC officials. The latter included RFC chairman Harley Hise, loan chief Chauncey Dodds and assistants Frank Prince and W. J. Rochelle.

Today's meetings were inconclusive and there'll be further meetings tomorrow.

Bischoff would not say whether he had a loan application pending or not. Arnall said that "our members have

(*Continued on page 6*)

Reelect Officers Of MPAA, Name 34 Committees for '50

The board of directors of the Motion Picture Association of America, at a meeting held here yesterday unanimously elected all incumbent officers. They are: Eric Johnston, president; Joseph I. Breen, Francis S. Harmon and John G. McCarthy, vice-presidents; Fred W. DuVall, treasurer; Sidney Schreiber, secretary, and Stanley Weber, assistant treasurer.

The board also approved the appointment of William H. Roberts as

(*Continued on page 6*)

Army to Use 'Lift' To Brief Military

Marking what is described as the first time that a feature-length picture has ever been shown as an integral part of the briefing preceding a military operation, 20th Century-Fox's "The Big Lift" will be screened on April 25 before an audience of top

(*Continued on page 3*)

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

"BING HAS A STAKES WINNER IN FRANK CAPRA'S RIDING HIGH" SAYS N. Y. TIMES
A Paramount Picture

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

WILL H. HAYS has returned to New York from the Coast.

•

ERWIN YOUNG, who is associated with his father, AL YOUNG, in DuArt Film Laboratories here, has become engaged to DIANNE SUE NALVEN and plans to be married in the fall.

•

STANLEY KRAMER, producer, has been cited by the Veterans of Foreign Wars' historical book service for his "invaluable assistance to veterans' causes."

•

JULIAN RIFKIN, vice-president of Rifkin Theatres at Springfield and Holyoke, Mass., and MRS. RIFKIN are celebrating their 10th wedding anniversary.

•

MIKE HAVAS, RKO Radio Latin America supervisor, is here from Mexico City for home office conferences.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, will return here Monday from a tour of New York state.

•

N. PETER RATHVON, film financier, is due to return to New York from Europe in about 10 days.

Maurice M. Rubens, Great States Founder

CHICAGO, April 13.—Maurice M. Rubens, 68, who with his brothers, the late J. J. and J. M. Rubens, founded the Great States Theatre Circuit of Illinois, died suddenly late today of a heart attack suffered at his country club in Joliet, Ill. Rubens retired from the circuit last year to look after his real estate and theatre holdings in Joliet. The widow and a son survive. Burial services will be announced later.

Batchelor, Casting Director, Dies Here

Walter Batchelor, 56, assistant casting director of 20th Century-Fox, died here yesterday at Wickersham Hospital. He is survived by the widow, Levenoria, and a daughter, Beverly, 12 years old, who are flying East from Los Angeles. Funeral services will be held on Sunday at the Universal Funeral Chapel, Lexington Avenue and 52nd Street.

Batchelor had long been associated with the entertainment industry, both in New York and in Hollywood.

Rites Tomorrow for Harold Carlock, 56

ALBANY, N. Y., April 13.—Services will be held on Saturday at St. Gabriel's Church, New Rochelle, N. Y., for Harold J. Carlock, 56, RKO Radio salesman for the past eight years here, who died on Wednesday at St. Peter's Hospital. A native of Paterson, N. J., Carlock had been in the film business for 25 years. Survivors are the widow, son, daughter, mother and two sisters.

Insider's Outlook

By RED KANN

"WE are now faced with the question of what to do about television even though television is very little concerned about what to do with us. If television is the future for motion picture advertising, I say that no matter what medium we use let's at least resolve to remove the tedium."

This from Maurice Bergman, who directs public relations for Universal-International.

He contended exhibitors are failing in these approaches:

1.—Failing to institutionalize the theatre.

2.—Failing to make advertising refreshing.

3.—Failing to break away from conventions.

4.—Failing to spend enough money.

5.—Failing to have a long range view.

■

Showmanship, by his lights, means "doing the absurd thing at the logical time; therefore, a showman is one who subscribes to this and showmen are controlled by ideas and inspiration, rather than economics." He asked why some of the exhibitor associations do not direct themselves to better advertising on a recognition of the following premises:

1.—That the motion picture theatre is the primary source for the propagation of industry public relations.

2.—That the exhibitor has the great opportunity and responsibility to keep this business alive and interesting. To keep it from becoming a stereotype or a dull business, he must realize that after 50 years we have grown out of the stage of the idiom in advertising and we have arrived at the age when advertising must depart from the convention, or norm, of the past and establish new standards.

3.—That these standards represent the new era of showmanship which must essentially keep pace with the showmanship used by commercial advertisers. We should be at least as interesting as a soap ad.

4.—That this new showmanship means that the institution of the motion picture is just as important to sell as the film.

Interesting remarks and hot as a pistol in the light of recent events, aren't they?

They're excerpted from an address Bergman delivered at the AMPA on February 23, 1944.

In an exploration of Hollywood—its myths and truths—Dore Schary, vice-president in charge of M-G-M production, wrote in the New York *Times*:

"At the M-G-M studios, we are sponsoring a series of lectures for our new players warning them against cliche publicity and tawdry publicity. We are going to ask them to make their public conduct a little more dignified, a little less scatter-brained."

Perhaps Schary will accept a suggestion that he throw open this series to Hollywood at large or convince the Motion Picture Industry Council to set up a rival course.

It is needed if the dribble which continues to come over the United Press wires is to be checked. The inexperienced player, moreover, is not the only one who ought to be lectured. There's the case of Ginger Rogers, trying to balance for sweet publicity's sake the issue of "falsies" for men—"mile-wide shoulder pads men cling to"—versus "falsies" for women. And the one about Scott Brady. describing Hollywood's single girls as "double-crossing, tinsel-covered gold diggers."

What a case this sort of banality sets up *against* the industry?

■ ■

It won't get to the hand grenade stage, but the rocket's red glare will be puncturing the skies over New Orleans when International Variety's convention gets under way in a couple of weeks. How and why:

Bob O'Donnell insists he is out of the running as internationa chief barker. Marc Wolf of Indianapolis, first assistant international chief barker, has his hat in the ring and his heart set on the succession provided Bob really intends pulling out. Johnny Harris of Pittsburgh, international "big boss," is drumbeating for Jack Beresin of Philadelphia, now second assistant international chief barker. Both candidates, of course, are developing a following.

Electioneering, some of it pretty strenuous, is going full blast via letters reputedly so inflammable that public safety suggests they ought to be reduced to asbestos.

Variety's well wishers are beginning to hope there'll be a rainbow following the storm.

NEWS in Brief . . .

RADIO City Music Hall will hold its Easter show, with Warner's "Daughter of Rosie O'Grady" on the screen and the annual Easter pageant on stage, until April 26.

•

Philadelphia, April 13.—An out-of-court settlement of the $250,000 damage suit brought against Samuel H. Stiefel Productions and United Artists by auto racer Willard A. Holland, who charged Steifel's "The Big Wheel" damaged his reputation, was announced by attorneys for both sides today.

•

WASHINGTON, April 13.—Government attorneys said they did not plan to take any action against the eight former Hollywood workers cited for contempt of Congress until a final disposition is made of the cases of John Howard Lawson and Dalton Trumbo.

•

Washington, April 13.—The Center Theatre of Hampton, Va., today urged the U. S. District Court here not to transfer to Newport News the anti-trust suit it brought here against seven major distributors—all but Loew's.

•

HOLLYWOOD, April 13.—Gordon Hollingshead, Warner short subjects chief, will be honored on his 25th anniversary with Warner by a testimonial lunch to be given tomorrow by Jack L. Warner, executive producer. Starting as an assistant director, Hollingshead has headed the department for the past 13 years, during which time he has won 11 Academy Awards and 34 nominations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE DAUGHTER OF ROSIE O'GRADY"
starring June Haver - Gordon MacRae
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Show

Paramount !....
BING CROSBY
FRANK CAPRA'S
RIDING HIGH
In Person
BILLY ECKSTINE
HENNY YOUNGMAN
PETE RUGOLO
and his Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

CLIFTON WEBB - JEANNE CRAIN
MYRNA LOY in
"CHEAPER BY THE DOZEN"
20th-Fox—Color by Technicolor
On Stage—FRAN WARREN
and Others
ROXY 7th Ave. & 50th St.

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Drive-in Theatre Sites Need NY Okay

Promoters of new drive-in theatres within the confines of New York City can no longer select a location without the approval of the City Planning Commission.

[illegible] regular meeting here, the [illegible]ommission decided to amend the city's zoning resolution to protect specific neighborhoods against potential traffic jams or any other hazards created by drive-in theatres.

Jerry Finkelstein, chairman of the Commission, said the location of drive-in theatres should be studied like bus stations, public garages and airports.

U-I's 'Kettle' Opens At 70 Theatres Here

Universal-International's "Ma and Pa Kettle Go to Town" will have its New York premiere Sunday at more than 70 RKO, Skouras, Century, Randforce and J. J. Theatres in the New York area with Marjorie Main, Percy Kilbride, Richard Long and Meg Randall, stars of the film, making personal appearances at 11 theatres.

50 'Kettle' Runs For New England

BOSTON, April 13.—Universal-International's "Ma and Pa Kettle Go to Town" will open at the RKO Boston Theatre here tomorrow, launching more than 50 dates in the New England territory and climaxing a promotional campaign which will see Marjorie Main, Percy Kilbride, Richard Long and Meg Randall, stars of the picture, making personal appearances at the theatre.

Producer Leonard Goldstein will head a group of U-I executives participating.

Army to Use 'Lift'

(*Continued from page* 1)

newsmen and high officers at Southern Pines, N. C., command headquarters of Exercise Swarmer.

The operation, largest airborne maneuver ever scheduled for peacetime, will be staged in North Carolina at the end of this month by all three armed services, with the Air Force and Army predominant under command of Air Force Lt. Gen. Lauris Norstad.

Some 60,000 men and 600 planes will take part in the operation which officers describe as a "tactical application of the Berlin Airlift under mock-combat conditions."

Since 20th-Fox's "The Big Lift," starring Montgomery Clift and Paul Douglas, was written and directed in Berlin by George Seaton with full Air Force cooperation to highlight the workings of the epochal lift, top brass consider it a logical precedent to the exercise.

Consequently, on April 25, the 110 correspondents covering Swarmer will be verbally briefed at Southern Pines on the logistic problems of establishing and supplying an "airhead." The briefing will conclude that evening with the screening of "The Big Lift," which will be shown to illustrate how the Berlin Airlift was carried out.

Casamassine, Graefe Named Top Showmen in QP Contest

Rocque Casamassine and Herb Graefe were named winners of 1950's first quarter Quigley Awards in the showmanship contest conducted regularly by the Manager's Round Table of *Motion Picture Herald*.

Casamassine, manager of the RKO Regent in New York's Harlem, was judged the winner in a top theatre situation, with Graefe, manager of the Door Theatre at Sturgeon Bay, Wis., in top place for a small situation. Winner of the Overseas Quigley Award is G. Leopold, manager of the Ritz Cinema, Market Harborough, England.

Scroll of Honor winners were Larry Caplane, Brandeis, Omaha; Ken Carter, Madison, Richmond, Ky.; Tiff Cook, Capitol, Toronto; Charles Doctor, Capitol, Vancouver; P. E. McCoy, Miller, Augusta, Ga.; Millard Ochs, Strand, Akron; Delmar Sherrill, Playhouse, Statesville, N. C.

Judging the contest were Charles Simonelli, Universal-International exploitation manager; G. R. Keyser, Warner International publicity manager, and Charles Hacker, administrative assistant to G. S. Eysell, president of Rockefeller Center and Radio City Music Hall.

Newspapers Fail Films: Brandt

(*Continued from page* 1)

ceptions throughout the country, lay newspapers are not supporting films, "one of the greatest sources of revenue to them."

At a trade press interview during which he termed 20th Century-Fox's recent "Showmanship" conference "a great forward step," Brandt declared that Eagle-Lion is now and always will be ready to work with any key or sub-key situation on a 50-50 cooperative advertising basis over a "pure house budget" to a total budget "mutually agreed upon."

The E-L ad-publicity chief contended that the "millions of dollars" which he believes could be saved by a reappraisal and resultant cut-down of lay newspapers advertising expenditures "could be much better and much more gainfully employed to support additional manpower in the field, lending added strength to point-of-sale selling, adding personnel in home offices and the studios, as well as added sums for use in trade papers, which have proven themselves to generate the maximum excitement and selling force with exhibitors."

Brandt said it is "preposterous" that newspapers should be able to charge motion picture companies higher amusement page rates as contrasted with department stores. He added that moreover "in several important situations" he has found by actual measurement that legitimate theatres received three to four times as much free space and art work in the papers as films, in spite of the fact that films bought 20 to 30 times as much advertising space in the same papers."

He said he hoped that as a result of the 20th-Fox "Showmanship" endeavors the "exhibitor will come along." It is time too, Brandt added, that distributors realize that they have been doing too much for exhibitors. He urged that the latter meet distribution "half-way."

"The only way to restore grosses is exploitation at the point of sale," said Brandt. "At Eagle-Lion that is our strongest point of attack." The company, he said, now has 17 field exploiteers actively engaged.

Brandt said E-L "has the biggest program of advertising expenditure in its history" slated for the soon-to-be-released "Destination Moon" and "The Torch."

Bond Chairmen

(*Continued from page* 1)

tor representatives will coordinate their efforts with local showmen to produce the kind of teamwork that is destined to achieve success in this monumental and significant governmental effort."

The list of chairmen follows: D. R. Houlihan, 20th Century - Fox, Albany; Clyde Goodson, Paramount, Atlanta; Jim Connolly, 20th-Fox, Boston; Dave Miller, Universal, Buffalo; Al Duren, Paramount, Charlotte; Tom Gilliam, 20th-Fox, Chicago; J. S. Abrose, Warner, Cincinnati; Oscar Ruby, Columbia, Cleveland; John J. Houlihan, Republic, Dallas.

Also, R. C. Hill, Columbia, Denver; Jim Veldes, Eagle-Lion, Des Moines; W. D. Woods, Warner, Detroit; G. R. Frank, Paramount, Indianapolis; James W. Lewis, RKO, Kansas City; Jack O'Laughlin, United Artists, Los Angeles; Ed Williamson, Warner, Memphis; John G. Kemptgen, M-G-M, Milwaukee; William H. Workman, M-G-M, Minneapolis; Arthur Greenfield, Universal, New Haven; C. James Briant, M-G-M, New Orleans.

Also Sam Diamond, 20th-Fox, New York; Ralph B. Williams, RKO, Oklahoma City; Harold Johnson, Universal, Omaha; William Mansell, Warner, Philadelphia; Saul Gottlieb, M-G-M, Pittsburgh; Ralph Amacher, Eagle-Lion, Portland; C. D. Hill, Columbia, St. Louis; Gifford Davison, RKO, Salt Lake City; Neal East, Paramount, San Francisco; A. J. Sullivan, United Artists, Seattle; Joseph Brecheen, RKO, Washington.

Seek Clearance Cut

(*Continued from page* 1)

days, the association in behalf of its members "will take suitable action in the matter." It was stated at a meeting of the group that M-G-M will make product available to a group of deluxe neighborhood theatres on the 21st day, as is now done by 20th Century-Fox and Warners. Under advisement by distributors is the request of Modern Theatres to serve its new Mercury Theatre, scheduled to open this month, seven days after downtown. This would put the theatre on the same availability basis as the affiliated second runs, Loew's Park and Granada and RKO's East 105th St. Theatre.

Ogden Leaves 20th-Fox

Archibald G. Ogden has resigned from the New York story department of 20th Century-Fox to become editor-in-chief of the trade department of Appleton-Century-Crofts.

McGinley Quits FC

Lawrence J. McGinley, head of the special pictures department of Film Classics here, has resigned.

Mono-A. A. In Healthy Black

HOLLYWOOD, April 13.—Consolidated profits for Monogram and Allied Artists during the 26 weeks ended Dec. 31, 1949, are $150,375, company president Steve Broidy announced today, which compares with a net loss of $264,892 for the same period of the preceding year.

Gross income for the period, after eliminating inter-company transactions, was $4,654,565, as compared with $5,647,503 for the corresponding period of the previous year.

Famous Players '49 Net Is $3-Million

TORONTO, April 13.—Although the income of Famous Players Canadian Corp. was higher in 1949, at $5,938,836, than in the previous year, net earnings dropped slightly, to $3,071,910 from the previous year's $3,286,264, it was announced by president J. J. Fitzgibbons. In the year's financial statement, Fitzgibbons attributed the decrease of $215,000 in the net profit to higher income taxes. Dividends paid in the past year totaled $1,737,072, the same as in 1948. The net profit was equal to $1.77 per common share last year, compared with $1.89 in the previous 12 months.

Earned surplus was listed at $14,883,836, an increase of $1,300,000 from the previous total, while assets totaled $27,333,036 at the end of 1949. Fitzgibbons reported the erection of eight theatres and the remodeling of 11 others last year. Three drive-ins have been purchased, representing an outlay of $3,000,000, with other drive-ins being erected.

Sen. Johnson Aide Denies Morals Probe

HOLLYWOOD, April 13.—Judge Stephen S. Jackson, who arrived here last night as the representative of Sen. Edwin C. Johnson, told reporters he will concentrate his attention on learning whether there is intent to capitalize exploitation-wise on newspaper notoriety concerning screen personalities and will not undertake a probe into individual or community morality as had been reported.

Press Club to Hear Sen. Johnson, Mayer

WASHINGTON, April 13.—Senator Ed Johnson, who is currently attacking Hollywood's moral code, and Loew's vice-president Louis B. Mayer will discuss—and quite probably debate—the problem at a luncheon of the National Press Club here on April 25.

Paramount Managers Hold Boston Meet

BOSTON, April 13.—As a follow-up to last week's home office meeting of Paramount division managers, Hugh Owen, Eastern and Southern division sales manager, A. M. Kane, assistant Eastern and Southern division sales manager, and Phil Isaacs, home office assistant to Owen, will arrive here tomorrow for a two-day session on spring and summer release plans.

COMANCHES.

"Not for a long time has there been a type of action picture which Universal has come up with in 'COMANCHE TERRITORY' ... has all the ingredients to pay off nicely at the box office." Motion Picture Herald

Not for over a year has the Rivoli box-office been as busy as it was for the opening of "COMANCHE TERRITORY," topping everything that played the theatre at regular prices.

The public loved it and both trade and newspaper critics alike praised it as a first-rate picture—the type of film entertainment that *will bring the people out to the theatres.*

How! How!

COMANCHE QUEEN Jeanne Carmen, 19, an Indian beauty descended from an ancient chieftain, arrived in New York today at Grand Central. By coincidence, the Universal-International premiere of "Comanche Territory" is scheduled for Apr. 7.

Beauty Bares Secret

WHOOPEE! . . . This real Indian queen—in m… ways than one—JEANNE CARMEN, is the seaso… first official bather of the season at Coney Island tod… another feather in her, er, band. The 19-yea… …dant of a Comanche chieftain, was … dignified—and observant… …mber of Commerc…

"Go see 'COMANCHE TERRITORY'. If there is a kid available, take him along." Sunday Compass

An Indian Maiden Hears the Call of the Water

"A spangled production with all the trimmings. The small fry should like it as much as their elders." World-Telegram and Sun

"'COMANCHE TERRITORY' packs all the ingredients for screen success." Daily Mirror

STORM N.Y.

Make Heap Big Excitement! Get Plenty Wampum at B.O.

"COMANCHE TERRITORY"
MAUREEN MACDONALD
O'HARA CAREY
COLOR BY TECHNICOLOR
WHERE LOVE AND BULLETS TAMED THE WILD WEST
"COMANCHE TERRITORY"
STARRING MAUREEN O'HARA AND MACDONALD CA
COLOR BY TECHNICOLOR
RIVOLI
COMANCHE TERRITORY
COMANCHE TERRITORY

COMANCHE QUEEN Jeanne Carmen, 19, Indian beauty and descendant of a tribal chieftain, bows into town on arrival at Grand Central to take part in premiere ceremonies connected with the April 7 opening of the new movie, "Comanche Territory."

"Eyefilling Western . . . Plenty to satisfy avid fans." Daily News

"Will bring in the western and action fans in profitable proportions." Showman's Trade Review

"Unusually smartly developed western. Highly saleable." Film Daily

"'COMANCHE TERRITORY' is a big outdoor Indian picture in the manner of 'Stage Coach' and 'Ft. Apache'... Shapes as nice wampum in most keys." Variety

UNIVERSAL-INTERNATIONAL presents

Maureen O'HARA ★ Macdonald CAREY

COMANCHE TERRITORY

COLOR BY TECHNICOLOR

with WILL GEER · CHARLES DRAKE

Screenplay by OSCAR BRODNEY and LEWIS MELTZER

Directed by GEORGE SHERMAN · Produced by LEONARD GOLDSTEIN

UI THE INDUSTRY'S SHOWMANSHIP LEADER

Short Subject

"Rescue Squadron"

(*This Is America—RKO Pathe*)

A dramatic picture of what the Air Force Squadrons are, where they are, and how they operate, is provided here with the narrative and photographic skill that usually distinguishes this series. Shown are a rescue of airmen at sea, and a rescue of other airmen from a jungle. The point appears to be that we go to great length to save the lives of our servicemen. Running time, 16 minutes.

Reelect MPAA

(*Continued from page* 1)

assistant secretary, and James S. Howie as assistant secretary-treasurer.

At the annual meeting of members of the Association which preceded the board meeting all of the present directors were reelected. C. B. Stratton of Cosmopolitan Pictures Corp. was elected to the board in place of Edgar B. Hatrick, deceased.

The following were present at yesterday's meeting: Barney Balaban, Theodore R. Black, William H. Clark, Jack Cohn, Ned E. Depinet, Earle W. Hammons, Joseph H. Hazen, Austin C. Keough, W. C. Michel, John J. O'Connor, Norton V. Ritchey, Abe Schneider and Sam Schneider.

Representing the Association were Johnston, Joyce O'Hara, Harmon, McCarthy, Schreiber and Weber.

At the board meeting, Johnston announced the appointment of 34 MPAA committees, the chairmen of which follow:

Executive, Johnston; finance, DuVall; membership, Jack Cohn; public relations, Blumberg, chairman; Hazen, vice-chairman; advertising and publicity, Max Youngstein; Advertising Advisory Council, S. Barret McCormick; copyrights, Edwin P. Kilroe; exhibitor relations, Depinet; community relations, Depinet; foreign legal advisory, Roger C. Clement; general counsel, Keough; international division, McCarthy; national distributors, A. W. Smith, Jr.; newsreel, Edmund Reek; research, Paul Raibourn; solicitations, O'Connor; titles, Albert S. Howson; television, Theodore Black.

TV Issue to '4A's'

(*Continued from page* 1)

Artistes of America, the parent body of all performer unions, which has the constitutional right to decide this issue."

Denying that the SAG has jurisdiction over film television, George Heller, national executive secretary of TVA, told SAG that TVA "must go forward within the framework of the '4A's' and make every effort to obtain the best possible contract for television performers."

According to TVA, "the real issue" which it has been unable to clear up with SAG involves TVA's proposal that joint membership meetings of the two groups be empowered to settle deadlocks by a 75 per cent membership vote.

TVA's letter was in reply to one from SAG, in which the screen guild repeated its own version of a partnership plan, which granted it absolute control over film television, while granting TVA jurisdiction over live television.

Review

"Everybody's Dancin'"

(*Lippert*) *Hollywood, April* 13

AN assortment of 10 musical groups and variety acts connected by a narrative and featuring 11 musical numbers has been packaged by producer Bob Nunes in this production of "Everybody's Dancin'." The narrative, in which Spade Cooley appears as himself and with his band alongside, is adequate for the purpose, and the picture in whole stacks up as a useful little item for breaking up the monotony of melodramas and formula Westerns in the trade flow of hour-long features. It is at least 50 per cent musical in content, maybe more.

Spade Cooley's specialized style of music will give the picture direct appeal in many areas, and so will the work of the Sons of the Pioneers, these two organizations topping the billing which includes, on the variety side, the Flying Taylors, the Medians, the Great Velardi and Chuy Reyes and his orchestra. Ginny Jackson and Hal Derwin, who also play the romantic leads, add a couple of song numbers.

The story, by Nunes and Cooley, scripted by Dorothy Raison, concerns the efforts of Richard Lane, very effective as a "phony" promoter with a heart of gold, to revive public interest in a behind-the-times dance hall owned by a widow. He sets out to book Cooley's band into the place, discovers he has to land a television program, with sponsor, to accomplish that, lands same and makes everybody happy after several near-disasters. It is as plausible as it needs to be for the purpose it serves. Will Jason's direction keeps it moving.

Running time, 65 minutes. General audience classification. Release date, March 31.

Phonevision Tie Rejected

(*Continued from page* 1)

the future take over billing for the Phonevision system. Apart from the leased wires for the 90-day test, A. T. & T. has no commitments whatever to Phonevision.

The Federal Communications Commission authorization of the Chicago test, issued Feb. 8 in an order rescinding a previous requirement for public hearings before the test was authorized, specified that the authorization did not include permission to add new equipment to Zenith's TV station, KS2XBS. Phonevision publicity has stressed and continues to stress the point that $400,000 is to be spent for new equipment, including a five-kilowatt transmitter.

FCC Refuses Change

On March 28 the FCC refused Zenith permission for such changes and last Tuesday the company filed a new application asking only minor changes with no power boost.

The *Herald* points out that preliminary publicity represented the system as ready to supply top budget unreleased Hollywood product to any subscriber willing to pay $1 for the unlocking signal to be sent over his telephone line. After Zenith president E. F. McDonald's visit to Hollywood in March he said pictures one or two years old would be better, "We want to see if the public will pay for bum pictures as well as for the best."

Delving into the recent history of the Phonevision issue, the *Herald* reports: It was in August, 1948, that the telephone company first began objecting to the casual linking of its name with the project. J. J. Hanselman, assistant vice-president of the A. T. and T., at that time wrote to McDonald protesting "considerable public misunderstanding concerning certain information given out regarding phonevision . . . implying participation by telephone companies." The letter quoted specific statements from the Zenith annual report of July 2, 1948, and from a Zenith message to stockholders of April 30, 1948, which first laid down the Phonevision line that, "You will be able to call your telephone operator and without any interference with your regular telephone service see first-run movies . . . for a modest charge which will appear on your monthly telephone bill."

Can't Use Phone Bill

Hanselman, the *Herald* reports, said the Bell companies had no knowledge that such would be the fact and denied specifically that any arrangements had been made or was likely to be made to "bill, collect, or disburse the fees for . . . the special programs."

A spokesman for A. T. and T. in New York this week said it was still company policy and, after checking with an official of Illinois Bell, the company in whose jurisdiction the announced test will be held, said that even the test would not be conducted over regular lines.

SPG-Sopeg Merge

(*Continued from page* 1)

tive director, is the largest single unit of its kind in the industry, will be known as the Screen Employes Guild.

Effective with last night's action, reported to be unopposed at the meeting held at the Netherlands Club here, SPG president Sig Maitles becomes president of SEG. Sid Young, president of Sopeg, is now secretary-treasurer of the new union.

Sopeg membership voted last month in favor of the merger.

Cleveland Campaign

(*Continued from page* 1)

stamp their bags, packages, etc., and a special popcorn box, on one side of which is imprinted "Movies Are Better Than Ever."

The committee plans to have a minimum of 10,000 license plates on the street. Many theatres are buying them in lots and giving them away to patrons. Theatre owners are confident of the success of the campaign provided a steady flow of high quality product is made available to them to back up the slogans, it was said.

April 21 Deadline For SPG Pay Raise

April 21 has been set as the date for the major companies here to hand down their decision on merit increases for personnel coming under the jurisdiction of the [illegible] Publicists Guild. [illegible] between SPG and the companies began this week and will continue throughout next week.

Under the contract signed with the SPG last October, the companies are required to review their payrolls every six months.

RFC Loans

(*Continued from page* 1)

a lot of applications pending and w are trying to bring in substantial ir dependents and show the Corporatio they are good loan risks." Th SIMPP president said Sears wa brought in to tell RFC officials abou distribution trade practices.

Arnall said the SIMPP delegatio stressed Hollywood unemploymer figures and the need for new capital t finance production.

An RFC official indicated it migl be some time before a decision made. He said "They are trying re hard and we'll have another go aroun tomorrow."

Arnall, in addition to going to tl RFC today, met with Democratic n tional committee chairman Willia Boyle and attended sessions of tl National Commission for UNESCO

UK Financing

(*Continued from page* 1)

position of the British film industi deteriorated through decreasing rev nue.

Losses of the financing compa may be considerable, and $2,100,0 has been provided against that conti gency. A specific provision of $ 562,000 has been made for four loar on which losses are definitely expecte In addition, some films not yet co pleted may not earn enough to rep in full the loans against them.

Need More Finances

James H. Lawrie, NFFC managi director, agreed today that furth financing is clearly necessary if t government is to continue its prese policy of aiding producers. He di closed that the amount advanced NFFC to British Lion Films is $ 400,000, which is secured by assets the company, including its Sheppert studios.

With the government's represent tive, Wilfred Moeller, sitting on Br ish Lion's board, this is the closest a proach here yet to state-controll production and distribution.

NFFC financing assisted a total 63 films in varying degrees duri the year.

Commenting on the vital necess of reducing production costs and pl ing the industry on an efficient, pro making basis, the report concludes t "whatever the corporation may be a to do, its financial operations can be more than a measure of expedien Lending money will not bridge gap between income and expenditur

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FIRST IN FILM NEWS

MOTION PICTURE
DAILY

Accurate Concise and Impartial

M. P. ASS'N. OF AMER. INC.
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. 67. NO. 73 NEW YORK, U. S. A., MONDAY, APRIL 17, 1950 TEN CENTS

0th's Theatre et Double rofit on Film

2,589,282 Rentals in Hit an All-Time High

breakdown of 20th Century-'s film-theatre earnings for 1949 loses that net earnings from film rations amounted to $3,899,428, pared with $3,768,229 in 1949, and tre earnings were $8,515,718 nst $8,741,036 in the previous year, ros P. Skouras, president, report-to stockholders at the weekend. he consolidated 1949 profit of $12,-147 compared with the 1948 net of 509,265, as reported in Motion ture Daily on March 31.

uring September, 1949, film op-ions sustained a net loss of $663,- from the devaluation of foreign encies, and this amount was de-ted from earnings, Skouras said. 1949, domestic film rentals (U. S. Canada) amounted to $62,589,282, ch represents an increase of $8,-

(Continued on page 2)

sks Incentive for etter Showmanship

tlanta, April 16.—Responsibility better showmanship does not rest rely in the hands of exhibitors needs to be shared equally with n by distributors, William K. kins, president of Georgia Theatre , asserts.

he distributor must provide the ibitor with some incentive for giv- his "blood, sweat and tears" to cause of higher grosses, Jenkins

(Continued on page 2)

oast Does Not Favor otoriety: Jackson

ollywood, April 16.—"In my nion, all serious minds in this busi- are in agreement against capital-g on personal notoriety and intend lo something about it," Judge Ste-n S. Jackson told Motion Picture ily here at the weekend.

ackson, one time acting Production le Administrator in Hollywood, is

(Continued on page 2)

$1,643,000 Average 20th-Fox Film Cost

Average cost of the 26 to 30 features to be released by 20th Century-Fox in 1950 is estimated at $1,643,000 in the corporation's annual report to stockholders. The company released 24 films, averaging $1,787,700, in 1948. The expected schedule for 1951 calls for 30 to 36 releases and "it is hoped that a further reduction in picture costs will be achieved in that year," it was stated.

Theatre Video Men Told Networks Are Now Possible

Washington, April 16.—A new high-definition theatre TV system has been developed by RCA and will be shown next month in New York, industry television representatives were told at a luncheon at Motion Picture Association of America headquarters Friday. The new development, revealed by Donald Hyndman of Eastman Kodak, representing the Society of Motion Picture and Television Engineers, will make it possible to operate an intercity or intracity theatre video service on eight mega-

(Continued on page 3)

TWO WEEK RUNS IN TOWNE DECREE

Sees Tax Bill By May 15

A forecast that an excise tax relief bill, including action on the 20 per cent Federal admission levy, will be reported out of the House Ways and Means Committee by May 15 was made here at the weekend by Rep. Walter A. Lynch, Bronx Democrat.

Though President Truman did not include the admission tax among his recommendations for excise relief, Lynch, the only Metropolitan New York Congressman on the vital Ways and Means group, said it stood a fair chance of being cut more deeply than any other war-time levy. He con-

(Continued on page 3)

Cinema Lodge Dinner For Rogers, Senft

New York's Cinema Lodge of B'nai B'rith will hold its annual "Presidents' Dinner" for retiring president Saul E. Rogers and its newly-elected president, Albert A. Senft, at the Hotel Astor here on Tuesday, April 25. The Lodge's new officers for 1950 will be installed at the dinner.

PCA Seals to 58 Imports In '49, Most Since 1935

More foreign features received a certificate of approval from the Production Code Administration in 1949 than in any other year since 1935, according to an annual report submitted by PCA Administrator Joseph I. Breen to Eric Johnston, president of the Motion Picture Association of America.

Code seals were issued to 58 foreign films last year—a 41 per cent jump over 1948 and 53 per cent over the annual average for the past 14 years.

PCA seals to American-made features showed an eight per cent drop, to 363 in 1949 from 394 in 1948.

Allied Flat Rental Parleys Postponed

Conferences scheduled here for this week in New York between national Allied's rentals committee and distribution executives have been postponed to next week due to the sudden illness of Col. H. A. Cole of Texas, chairman of the Allied group, it was reported by New Jersey Allied president Wilbur Snaper.

Divestiture of Outlying Houses Seen as Jurist Signs Plaintiff's Decree

Chicago, April 16.—A two-week limitation on first runs, forced divestiture of certain Fox-Midwest and Warner "deluxe" outlying houses and the ability to negotiate for first run product from all distributors in Milwaukee, thus ending the present Milwaukee zoning plan formulated in 1933, were the chief points of the Milwaukee-Towne Theatre decree, which was signed and entered today by Federal Judge John Barnes in U. S. District Court here.

Signing of the decree virtually ended a long court battle waged by the plaintiff's attorney, Thomas McConnell, and was his second major industry victory. His decree was accepted and approved by Judge Barnes, who rejected an alter-

(Continued on page 3)

Snyder, Film Group To Set Bond Drive

Secretary of the Treasury John W. Snyder will be host to 50 industry leaders at a luncheon in the Waldorf-Astoria here on Wednesday which will mark the "kickoff" for the industry's participation in the 1950 U. S. Savings Bonds Drive.

Snyder will outline plans and objectives of the "Independence Drive," May 15-July 4. The film group will map the industry's program for showmanship effort and cooperation.

Ascap Membership Meeting April 25

By-laws and organizational structure of the American Society of Composers, Authors and Publishers are expected to be brought into conformity with terms of the consent decree entered in the anti-trust action against the society at a membership meeting here on April 25. The Ascap board will meet here today to work out specific proposals for the changes.

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SEC Report Shows AMPI Heavy Stock Holder in Republic

WASHINGTON, April 16.—Associated Motion Picture Industries owns 178,842 shares of Republic Picture common stock and 49,600 shares of Republic $1 cumulative preferred, according to its latest report to the Securities and Exchange Commission.

This was revealed in the SEC's monthly report on trading in film company stocks by officers and directors.

The report also reveals that Douglas T. Yates owns 80 shares of capital stock of AMPI in his own name and another 50,491 through Tonrud, Inc. James R. Grainger was listed as buying 500 shares of Republic preferred. His Republic holdings now are 500 preferred and 300 common.

Harry Warner made six gifts, each of 1,000 shares of Warner common, and now holds 259,750 shares in his own name and 16,000 through trust accounts. Albert Warner gave away 4,200 shares but bought another 4,200; his holdings remained unchanged at 438,800 shares in his own name and 21,000 through trust accounts.

Jack Cohn enlarged his trust account holdings of Columbia common by 400 shares during the period. He now holds 45,524 shares in his own name and 20,957 through trust accounts. Samuel Broidy bought 2,500 shares of Monogram common, boosting his holdings to 43,299 shares plus options for another 2,000. Sam Wolf bought another 2,500 shares of Monogram stock and now holds 30,000.

Leon Goldberg bought 100 shares of Universal common, his entire holding. Harry Brandt acquired another 100 shares of Trans Lux Corp. common.

Walter P. Marshall was listed as owning 30 shares of common stock of United Paramount Theatres, Inc., while Walter W. Gross acquired certificates of interest for 100 common shares of the same firm.

Jackson on Notoriety

(Continued from page 1)

here from Washington as "technical consultant" to the Senate Interstate Commerce Committee to work on a study of the motion picture industry, as proposed by Senator Ed Johnson.

"Nobody here seems to approve of this practice" (of capitalizing on personal notoriety) "and that is the nub of the situation," Jackson declared. "If the industry itself will regulate this matter in some way, that would be far better than government control," he added.

Jackson declared that the proposed amendments to the industry's Advertising Code, which were considered early last week by the Advertising Advisory Council at a meeting in New York, and which would prevent the release and exploitation of a picture at the time it is connected with public notoriety, would go a long way to accomplishing the desired objective.

Jackson on Friday began holding private conferences with individuals whom he declined to identify.

Personal Mention

GEORGE BURROWS, Monogram vice-president and treasurer, and BARNETT SHAPIRO, Coast counsel, are in New York from Hollywood.

•

STANLEY FREDERICK SCHNEIDER, the son of A. SCHNEIDER, Columbia vice-president and treasure, will be married to MARGERY MAY STRAUSS tomorrow at the Ritz-Carlton here.

•

SAMUEL J. BRISKIN, Paramount studio executive, and FRANK CAPRA, producer-director, are in New York from Hollywood.

F. W. ALLPORT, Motion Picture Association of America European manager with headquarters in London, will meet JOHN MCCARTHY, MPAA vice-president in charge of foreign affairs, in Paris on Wednesday.

•

NED CLARKE, RKO Radio foreign department executive, will leave here tomorrow by plane for an extensive tour of the company's Far Eastern offices.

•

E. C. GRAINGER, Shea Circuit president, has returned here from Florida.

Maurice Tobin Asks Palsy Drive Support

WASHINGTON, April 16.—Secretary of Labor Maurice J. Tobin, national chairman of the labor division of the cerebral palsy drive, called upon all American citizens to support the forthcoming campaign for the benefit of cerebral palsy victims following the world premiere here for a short, "The Road to Hope," featuring Alan Ladd and William Demarest.

The premiere was presented at Loew's Palace before a gathering of high government officials and leading authorities of labor and medicine.

Lippert Cowboy Duo Seek Selling Points

Currently on a 22-city tour to meet exhibitors and get their opinions as to what elements in Western pictures "sell" most effectively, Lippert Productions' starring cowboy team of Jimmy (Shamrock) Ellison and Russ (Lucky) Hayden stopped off in New York at the weekend to meet the trade press at a reception at the Gramercy Park Hotel. With nine cities already covered by the pair, they report that exhibitors appear to want more action in Westerns and "more realistic" cowboy gun-fighting.

Korda Testifies Today

Sir Alexander Korda, here from England, will testify today before special master Robert P. Patterson in the dispute between the British producer and David O. Selznick over interpretation of the joint distribution contract which gave Korda rights to certain Selznick pictures and properties in return for Selznick distribution rights to several Korda pictures.

RKO Hearing Wednesday

The U. S. District Court hearing here on RKO's petition to place its one-sixth stock ownership in Metropolitan Playhouses in trusteeship, which had been scheduled for today, has been put off to Wednesday, at which time the film company's motion for more divorcement time also will be argued.

NLRB Sets 20th Date

The National Labor Relations Board has set April 27 as the election date for the union affiliation vote of the foreign film version department of 20th Century-Fox.

20th's Theatre Net

(Continued from page 1)

384,782 over the previous year and set an all-time high, according to the report. The 1949 foreign film rentals of $31,724,526 were $1,680,369 in excess of 1948.

Theatre receipts amounted to $75,204,919 in 1949, against $79,147,221 in 1948. However, the 1949 revenue came from a lesser number of theatres because of the break-up of circuit partnerships and disposition of some properties in accordance with the order of the U. S. District Court here. On the basis of theatres owned and operated throughout the entire two-year period, the 1949 decline in attendance was six per cent and five per cent in theatre receipts.

Foreign Total Up

Dollar remittances to the U. S. from foreign film operations (excluding Canada) totalled $13,000,000 in 1949. Additionally, expenditures of foreign balances for film production, story purchases, taxes and the like were equivalent to $6,600,000, making an aggregate $19,600,000. The 1948 figures were $15,000,000 in remittances and $3,000,000 in foreign expenditures, for a total of $18,000,000.

Consolidated balance sheet at Dec. 31, 1949, shows current assets of $110,600,300 and current liabilities of $27,435,319, a ratio of four to one. Current assets included cash of $36,973,400 and government securities of $7,489,910. Product inventories of $54,924,339 increased during the year by $113,055.

Skouras reports the corporation expects to start production on three or possibly four pictures in Great Britain and one each in Germany, the Philippines and Australia in 1950. He said theatre sites have been acquired recently in Alexandria, Egypt, and in Tel Aviv and Haifa, in Israel, and another is expected in Jerusalem. With the completion of these projects, he added, the corporation will own or have an interest in approximately 480 theatres located outside the U. S.

On the domestic front, the stockholders were informed there were approximately 100 private anti-trust suits pending against 20th-Fox and other companies at the end of 1949; 18 others were disposed of during the year.

Skouras said that television is looked upon as being best suited for development as part of theatre entertainment.

Newsreel Parade

CHILE President Videla's arrival i the U. S. and the new Secreta of the Army Frank Pace are curre newsreel highlights. Other items i clude Gen. Franco's daughter wed sports and fashions. Complete conten follow:

MOVIETONE NEWS, No. 31—Preside Truman greets President Videla of Chi Reds riot in Berlin. Spring in Englan Baby elephant. Boxing. Walking race Australia. Statehood for Alaska and Hawa

NEWS OF THE DAY, No. 266—Chil President Videla welcomed in U. S. Ge Franco's daughter weds. Hawaiian su riding. Berlin disorders. African chief marriage huddle. Sportsmen's show. Boxi in Berlin.

PARAMOUNT NEWS, No. 68—Chil President Videla here. Fashion accent accessories. Frank Pace succeeds Gord Gray as Army Secretary. Gas turbine e gine for trucks. Gen. Franco's daught weds. Acrobatics.

TELENEWS DIGEST, No. 15-B—Fi five years of Truman's Presidency review Dutch engineers here on a survey. U. S. miniature in Japan. Pocket motorcycle. L with a German family.

UNIVERSAL NEWS, No. 343—Preside Videla of Chile here. Gordon Gray replac by Frank Pace as Army Secretary. G Franco's daughter weds. Jet engine trucks. Fashions for vacation. Specialist knife-throwing.

WARNER PATHE NEWS, No. 70—Ca tal welcomes Chile's President Videla. S etary of Army Frank Pace. Gen. Franc daughter weds. Glasgow battles smallp Samoliland returned to Italy. Grocery s art pictures. Wool styles.

Kingswood Films Leases Air Base

HOLLYWOOD, April 16.—Kingswo Films has been granted a long te lease on Vernon Field, former U. air base at Jamaica, B.W.I., togeth with 150 buildings on the site whi can be converted to picture producti purposes, it was said here by Da Garber, Kingswood general manag

The company, which has schedul 12 pictures for production, to be d tributed by Eagle-Lion, has also tained permission to import Americ talent and technicians, Garber sa He added that Kingswood films w qualify as British quota pictures a thus earn American dollars in the f eign market.

Asks Incentive

(Continued from page 1)

said, charging that in reality ma distributors seek to penalize the hibitor who gets super-normal bu ness results.

He cited an example of an arran ment which he said had been propo recently by one distributor where 82½ per cent of a $50 increase gross would go to the distribut leaving the theatre $8.75, although might have spent $10 in extra vertising to get the $50 increase gross.

Such an arrangement, if agreed Jenkins said, certainly would dest all incentive on the part of the hibitor to get better grosses.

In consequence of the recent 2 Century-Fox Showmanship meeti Georgia Theatre Co. is staging of the biggest promotional campai in its history. It is using the 20 Fox sponsored slogan "Movies Better Than Ever."

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owne Decree

(*Continued from page* 1)

ıtive decree submitted during ıe week by the defendant's attorneys.

ı signing the decree and the judgt. which awards the plaintiff 95[illegible] plus attorney fees of $225,- an[illegible] court costs of $5,000, Judge nes remarked, "This decree is be- entered today to strike out the ıage which has been done in Milkee by the distributors." He overd a motion for a new trial, but nted the defendants 30 days to de- whether they will seek a stay of cution of the decree, in which case as agreed a $2,000,000 appeal bond be posted by defendants. Defend- are expected to appeal to a higher rt.

Similar to Jackson Park

he decree, which could go into ef- within 30 days if not appealed, imilar to the Jackson Park decree ch McConnell also wrote. It grants Towne the right to compete and otiate at fair and reasonable film al with other first run theatres in waukee for product from all disutors. Actually it gives the Towne crack at product. The Fox and rner downtown showcases for the time will share affiliated comies' product with the Towne, which currently playing most of the ors' product.

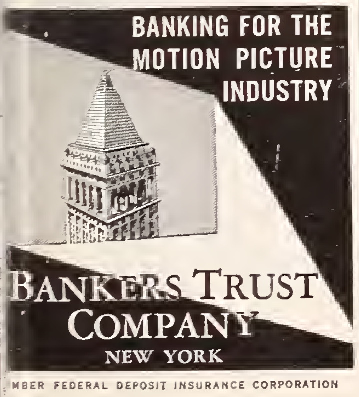
he two week downtown limitation first run product, designed to pret the defendants from outbidding Towne with a long-run bait to disutors, will also be enforced. The ed divestiture, which is expected be the chief appeal issue made by defendants, would be effected ugh that paragraph in the decree scribing that all defendants, includ- affiliated and non-affiliated disutors be prohibited to license films the so-called deluxe outlying ses during such time as they are ned, managed by any defendant or successor, affiliated or subsidiary npany of any defendant.

Strikes at Zoning Plan

hese key outlying houses are the vark of the present Milwaukee ırance plan, and control the releas- set-up in the subsequent run situa-ı. These theatres normally play duct immediately after the down- n run, holding clearance over the r runs. As McConnell implied to court, this so-called forced divesti- is being effected to enjoin Foxlwest and Warner from cross-lising, and will eventually allow ependent theatre operation in those ations.

he decree further enjoins defend- s from setting minimum admission prices; forbids clearance or "dead time" between conclusion of the first run and the next succeeding run, except that 10 days may be allowed to book and set the pictures on films playing no longer than one week on first run; forbids double features downtown, and enjoins the defendants' theatres from clearance over Towne.

Defendants in the suit are Loew's, Paramount, RKO Radio, 20th Century-Fox, Warner and its theatre subsidiaries, and Columbia. Towne Theatre is owned and operated by C. J Papas, head of the Papas Circuit.


BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"Sunset Boulevard"

(*Paramount*)

GLORIA SWANSON who since her screen debut at the old Essanay Studio in Chicago (you know how many years ago) has sold as many tickets as the best of them, returns in a starring role in "Sunset Boulevard" to sell lots more of them in the months to come.

This Charles Brackett production, directed by Billy Wilder, and written by them with D. M. Marshman, Jr., is a suave, amiably played and told drama of a leading star of the silent screen who, past her middle years, falls in love with a moneyless, young Hollywood writer, with tragic results for all concerned. Miss Swanson is the aging star, wealthy but living in a make-believe world of fame which has gone but which she will not admit is dead forever. William Holden is the penniless, young writer who, for board and keep within Miss Swanson's Sunset Boulevard mansion, helps nurture her illusion that fame has not fled beyond recall nor youth forsaken her completely.

Let it be said now that Miss Swanson's performance is fascinating and persuasive, certain to intrigue and captivate the oldsters, and to bemuse the latter day audience.

The telling of the story provides something of a rubber-neck excursion through the production community, which is its background, and especially the Paramount Studio, which no one interested in motion pictures will find tedious. It also offers interesting opportunities for such as Cecil B. DeMille, Buster Keaton, Anna Q. Nilsson, H. B. Warner, Hedda Hopper, and others to appear as themselves.

In fact, little of consequence has been overlooked which would add to adult enjoyment of this fanciful observation of interesting people and their character. The shop talk, of which there is by no means too much, includes mention of rival studios and personalities, such as Darryl Zanuck.

Climax of the story is reached as Holden begins to be bothered in his life of idleness as the former star's darling and, with the help of Nancy Olson, playing a reader on the Paramount lot, sets about writing something serious for the screen. Nancy is engaged to Jack Webb, who is out of town on a location trip. During their work together, she falls in love with Holden and he with her. Miss Swanson learns of their association and anonymously informs Nancy of Holden's mode of living.

In his sense of unworthiness, he confirms the truth to Nancy, sending her back to Webb, then prepares to give up the life he has been leading and return to his old newspaper job in Ohio. Mistaking his purpose in leaving her home and crazed by jealousy, Miss Swanson follows him out of the house and shoots him. Still dazed as police and newsmen arrive, she plays her last dramatic scene to newsreel cameras, believing herself to be back on the studio stage in a great dramatic role.

Erich von Stroheim contributes an effective part as her former director, first husband, now faithful retainer who has devoted his life to maintaining her illusions of continued greatness, even to maintaining a flow of daily fan letters to her. Other good bits are provided by Fred Clark as a studio executive, Lloyd Gough as an agent, and by Larry Blake, Charles Dayton and Franklyn Farnum.

This is a picture worthy of special exhibitor effort, for it will need extra work to realize its greatest drawing potentialities. But get them in and they will be satisfied and go away to help you sell it. It's the kind of picture that will be talked about, especially by that older audience the statisticians tell us have been buying tickets less and less frequently.

Production, direction and all technical work are excellent. C. C. Coleman, Jr. was assistant director.

Running time, 110 minutes. Adult classification. For August release.

SHERWIN KANE

$165,000 for 'Rosie'

Warner's "The Daughter of Rosie O'Grady" played to 160,000 persons during its second week's run, last week, at New York's Radio City Music Hall "and ranks among the record top grossers for a single week in the entire history of the Hall," the company stated at the weekend. The feature is currently in its third week at the theatre and is already dated for a fourth.

Gross for the second week, Easter week, was $165,000, it is understood.

Tax Cut Bill

(*Continued from page* 1)

firmed previous reports that the committee is seriously considering removal of the tax on admissions up to $1.00 and halving it on higher-priced tickets. Another proposal would merely halve the tax on all tickets.

The Ways and Means Committee will resume conferences on the excise tax bill tomorrow at Washington, Lynch said. It is hoped that the tax cuts will be effective by July 1. Urgency of the matter has been impressed upon Congress by the 15,000,000 signatures on petitions circulated in the nation's theatres.

Favors Tax Repeal

HOLLYWOOD, April 16.—In a letter to the Motion Picture Industry Council here, Congresswoman Helen Gahagan Douglas says, "I am strongly in favor of outright repeal of the excise tax on amusement. I have challenged the soundness of these excise taxes ever since 1947 when I introduced a bill for the repeal of the telephone, telegraph and transportation tax."

Theatre Video

(*Continued from page* 1)

cycle bands for black-and-white. Color could be sent on 24 megacycle bands, it was reported.

Hyndman said RCA technicians believe the picture will be better than is currently obtained on 35mm film, and can be carried on coaxial cable or microwave relay. It is doubtful that present coaxial cable is broad enough to carry it.

The luncheon group discussed the theatre video problem generally, though Federal Communications Commission hearings are not expected before fall.

Trueman Rembusch, Allied; Bernard Koteen, Theatre Owners of America; Hyndman, Charles Duvall, Warner; Paul Porter, Paramount Pictures; Karl Smith, United Paramount Theatres; Herbert Bingham, William Porter and Herbert Pettey, all of Loew's; Kenneth Royall, Vincent Welch and William Rogers, 20th Century-Fox, and Joyce O'Hara, Edward Cheyfitz and Gerald Cahill of MPA attended the luncheon.

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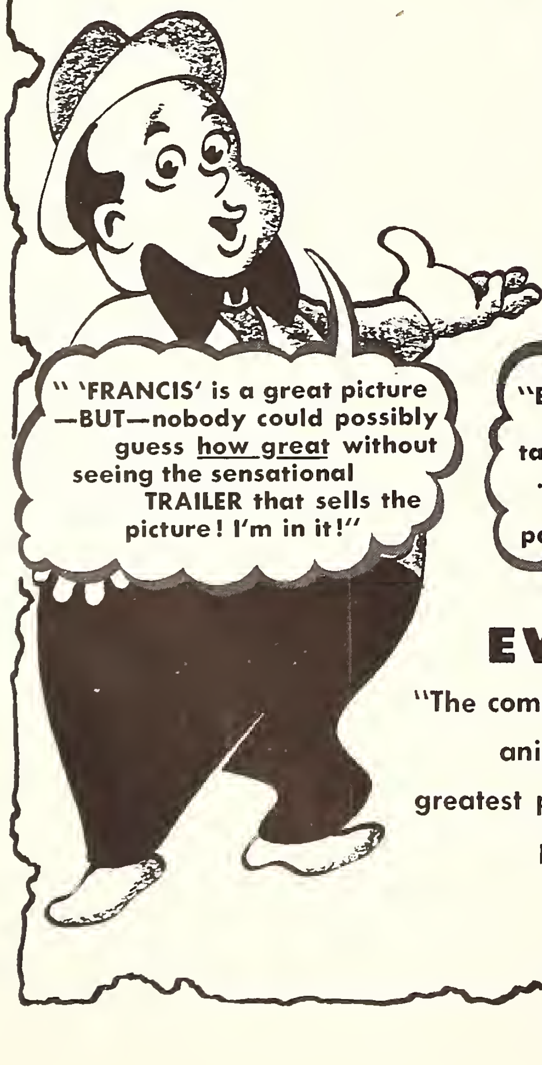

" 'FRANCIS' is a great picture —BUT—nobody could possibly guess how great without seeing the sensational TRAILER that sells the picture! I'm in it!"

FRANCIS
(THE TALKING
MULE)
SAYS:

"Even a Jackass knows that the only thing that's greater than a talking mule is a TALKING TRAILER . . . like the one that starts the laffs that never stop until your patrons have finished seeing 'FRANCIS'!"

THE PRIZE BABY
(THE THEATRE'S
BEST SALESMAN)
SAYS:

"I've been selling 'em for more than 30 years . . . but I've got to admit that the TRAILER on 'FRANCIS' is spectacular, sensational . . . in fact it's GOOD!"

EVERYBODY SAYS:

"The combination of live talent and cartoon animation in the TRAILER on 'FRANCIS' is the greatest piece of salesmanship that ever pulled patrons into theatres!

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

OL. 67. NO. 74 NEW YORK, U. S. A., TUESDAY, APRIL 18, 1950 TEN CENTS

Two-Thirds of Congress Is For a Tax Cut

90 Out of 531 Solons avor Repeal or Slash

A total of 390 out of 531 repre- ntatives and senators favor either peal or reduction of the Federal missions tax, according to the test survey by the tax committee the Conference of Motion Picture ganizations.

Though the 390 total reported by COMPO is more than two-thirds, this does not mean a veto would be overridden. The admission tax will be only one tem in the tax bill, and how members will line up on the bill as a whole is still a question.

As the House Ways and Means

(Continued on page 5)

Pinanski Names 71 howmen Regional Bond Drive Pilots

Samuel Pinanski, the industry's na- nal chairman for the U. S. Savings nd Drive which starts May 15th, s appointed 71 leading exhibitors serve as regional co-chairmen. ney will spark the "brand of show-

(Continued on page 2)

Skouras and Aleman Discuss Production

Mexico City, April 17.—Production in Mexico is contemplated by 20th Century-Fox, it was learned after Spyros P. Skouras, 20th-Fox president, and Murray Silverstone, 20th-Fox International president, were received by President Miguel Aleman in a special audience. The 20th-Fox chiefs said that President Aleman assured them his government welcomes U. S. production activity here.

NEFC Organization to Be Launched Today at NY Meet

Full-scale meeting of all sponsors of National Exhibitors Film Co. is set for 10:30 this morning at the Hotel Astor here for the purpose of completing organizational work and launching its program of independent production financing. S. H. Fabian, president, will preside.

The company was formed last June under the sponsorship of 23 prominent circuit heads throughout the country and will start out with an initial capitalization of $2,000,000.

Among those expected to sit in at the session today are: Ted R. Gamble, Robert W. Coyne, Lou Gamble, Sam-

(Continued on page 5)

20th to Sell Away From Two Combines

CLEVELAND, April 17.—Twentieth Century-Fox is expected to terminate its film dealings with Cooperative Theatres of Ohio and Ohio Theatre Service, local buying-booking organizations, with the completion of present contracts.

The film company reportedly is dissatisfied with the terms of pacts with the two groups and has directed its

(Continued on page 5)

TOA TO REJECT D.C. PROPOSAL FOR 'NATIONAL FREE MOVIE DAY'

The "National Free Movie Day" proposal which has taken root in the Motion Picture Theatre Owners of the District of Columbia will be turned down today by the Theatre Owners of America. The Washington organization is an affiliate of the TOA and the latter's rejection is said to be significant of its attitude nationally.

Prior to leaving here yesterday for Washington where he will meet today with the local TOA unit, TOA executive director Gael Sullivan revealed that the national organization will not endorse the proposal but, rather, will put itself on record as not opposed to adoption of a "Free Movie Day" plan by local affiliates. He said that if local units should see any value in such a plan for their respective areas at particular times—such as civic anniversaries—it is up to them to adopt it.

Sullivan, who said he will state the national organization's position on "National Free Movie Day" at the meeting today with Washington exhibitors, said that TOA's opposition to the proposal lies in the fact that motion pictures are far from being a "new product" to be introduced.

Urges Telecasters to Set Voluntary Code of Morals

WASHINGTON, April 17.—The National Council of Catholic Men has called on the television industry to set up a voluntary "code of standards and practices" to eliminate programs "harmful to the morals of the viewers."

At a two-day annual meeting here, the Council noted the importance of the new medium and the opportunity it had to strengthen family life. It said many fine programs are being telecast, and the industry should be congratulated for them. At the same

(Continued on page 5)

To Sell More Rank Film Properties

LONDON, April 17.—Three J. Arthur Rank London theatre properties and Moor Hall, a studio in Berkshire, will be auctioned on May 30. The theatres are the Winter Garden and two suburban sites, the Hippodrome and Shakespeare. The Winter Garden was intended to be the first

(Continued on page 5)

Asks Court to Name Trustee To Split RKO

US Says Company Fails To Fulfill Consent Decree

The government yesterday asked the New York Statutory Court to appoint a trustee to split RKO into separate production-distribution and exhibition companies as provided in the RKO consent decree.

The Justice Department motion was a counter motion to RKO's request that it be given until Feb. 8, 1953, to carry out its divorcement. The present deadline is May 8 of this year. Both the government and RKO motions will be argued here tomorrow.

Said to regard the latest RKO re-

(Continued on page 5)

Grosses Good in NY; Drop-off Normal; $100,000 for 'High'

New York first-run business continued strong through the latter part of last week and over the weekend at a few situations and fell off about normally at most others. The overall take for the current week looks to be good, short of Easter Week business, but

(Continued on page 5)

Rep. 13-Week Net Rises to $290,766

Republic and its subsidiaries report a net profit of $290,766 for the 13 weeks ended Jan. 28. This compares with $248,800 for the corresponding period of the previous year.

Net for the more recent period before provision of $195,000 for taxes was $485,766. Net for the prior period before provision of $165,000 for taxes was $413,800.

"FRANK CAPRA'S RIDING HIGH IS BING'S BEST SINCE 'GOING MY WAY'!"
A Paramount Picture
N. Y. JOURNAL OF COMMERCE

Personal Mention

JOSEPH I. BREEN, Production Code administrator, is here from Hollywood and will address the American Television Society at a luncheon on Thursday at the Hotel Roosevelt.

•

SAMUEL GOLDWYN and MRS. GOLDWYN will celebrate their 25th wedding anniversary on Sunday aboard the *S.S. Queen Mary*, which will sail from here on Saturday. Their itinerary includes England, France, U. S.-Occupied Germany, Austria, Italy and Israel.

•

MESSMORE KENDALL, Capitol Theatre president, and MRS. KENDALL returned here yesterday from a winter vacation in Florida.

Pinanski Names 71

(Continued from page 1)

manship which will put this important campaign over with the vigor and resourcefulness the industry has always exhibited when called into national service," Pinanski said.

Tomorrow about 50 of the industry's top leaders representing every phase of industry activity will be luncheon guests of Secretary of the Treasury John W. Snyder at the Waldorf-Astoria Hotel here. At that occasion plans for the combined industry's participation in the May 15-July 4 drive will be revealed.

From Allied and TOA

The following co-chairmen have been appointed from the ranks of both the Theatre Owners of America and Allied States:

Saul J. Ullman, Harry Lamont, Albany; John Thompson, Winfield Snelson, Atlanta; E. Harold Stoneman, W. Leslie Bendslev, Boston; James Eshelman, George MacKenna, Buffalo; Harry Buchanan, Hendersonville, N. C.

Also, Hank Hern, Charlotte; John Balaban, Jack Kirsch, Chicago; Jack R. Keegan, Wendel H. Holt, Cincinnati; Ron Gamble, Akron; Martin G. Smith, Toledo; Robert J. O'Donnell, H. A. Cole, Dallas; Robert Selig, John Wolfberg, Denver; Myron N. Blank, Des Moines; Leo F. Wolcott, Eldora, Ia.; Earl J. Hudson, Charles W. Snyder, Detroit; Ken Collins, Truman Rembusch, Indianapolis; Elmer Rhoden, Jay Means, Kansas City; Charles P. Skouras, Los Angeles; Charles Minor, Burbank; M. A. Lightman, Jr., Edward O. Cullins, Memphis; Harold Fitzgerald, Ben Marcus, Milwaukee; Benjamin A. Berger.

Also, Edward Ruben, Minneapolis; Dr. J. B. Fishman, New Haven; Albert Pickus, Stratford, Conn.; William A. Prewitt, Jr., N. L. Carter, New Orleans; Lew Gold, Newark; Sol Schwartz, Oscar A. Doob, S. H. Fabian, Walter Reade, Jr., Fred Schwartz, Sam Rinzler, Leonard Goldenson, Ted R. Gamble, Max Cohen, George Skouras, Harry Brandt, New York; Marce Brazee, Oklahoma City; Charles Niles, Anamosa, Ia.; R. R. Livingston, Lincoln; Mrs. Dorothy A. Samuelson, Harold Seidenberg, Philadelphia; Morris Finkel, Moe Silver, Pittsburgh; M. W. Mattecheck, McMinnville, Ore.; Jack Metlack, Portland, Ore.; Hugh Graham, St. Louis; Tom Edwards, Farmington, Mo.; Harold Chesler, Brigham Canyon, Utah; Sid Cohen, Salt Lake City; Ben Levin, Roy Cooper, San Francisco; L. O. Lukan, Seattle; Willard Gamble, Chehalis, Wash.; Lawrence Garman, Baltimore; A. Julian Brylawski, Washington.

Dewey Signs Bill for Local Tax Powers

Albany, N. Y., April 17.—The right to levy nine special non-property taxes, including a five per cent admission tax, has been extended to all New York communities under a bill signed by Gov. Thomas E. Dewey. The admission tax power, however, has been suspended until July 1, 1951.

Another bill approved by Dewey gives cities and counties prior rights to a series of special taxes, which includes those on admissions.

DeBra on 'Movies Are Better' Tour

Arthur DeBra, director of the Motion Picture Association of America's community relations, has left here for the Midwest for a series of speaking engagements before exhibitors and community groups, it was disclosed yesterday by Francis S. Harmon, MPAA vice-president in charge of exhibitor-community relations.

One of the main objectives of DeBra's two-week lecture tour, said Harmon, will be to substantiate the film industry's contention that "Movies Are Better Than Ever." He will also discuss with exhibitors aspects of the MPAA's community relations program.

Autry Plans 52 TV Films for Wrigley

HOLLYWOOD, April 17.—Gene Autry will star in a series of half-hour television films for Wrigley chewing gum, under terms of a contract now awaiting final signatures, it was learned today. Autry, Armand Schaefer, who produces his Western features released by Columbia, and Mitchell Hamilburg, Autry's business agent, have set up Flying A Productions as a television producing company, with filming to start in May. The contract, which calls for 52 pictures, subject to the usual options, will not affect Autry's Columbia or radio commitments.

Furman Is Entering Exhibition on Own

LeRoy Furman, in charge of operation of the Monarch division of Gamble Enterprises, has resigned, effective immediately, to enter exhibition on his own in the New York area. He now is negotiating for at least two houses here.

Satz Leaves Century, Joins Raytone Corp.

Leonard Satz has resigned as supervisor of purchasing and maintenance for Century Theatres here to become a partner in Raytone Screen Corp., which handles theatre accessories and manufactures theatre screens.

Says Crescent Broke Decree

NASHVILLE, April 17.—With a hearing on a petition for a preliminary injunction and an order to show cause, filed by Ward Hudgins of Nashville, for the Department of Justice, Washington, to be heard before Judge Leslie Darr in Chattanooga on Saturday, Crescent Amusement Co. is charged with violation of the anti-trust decree handed down by Judge Elmer D. Davies in March, 1943. The petition charges that a drive-in theatre, "Hi-Way 50 Drive-in," near Lewisburg, is being constructed by Lewisburg Theatre Co. and that R. E. Ballch, president; Kermit Stengel, executive vice-president; and Webb Hayes, secretary-treasurer, of Crescent hold the same offices in Lewisburg Theatre Co.

The government's petition alleges that the defendants are guilty of "acquiring financial interests in an additional theatre outside of Nashville in violation of the decree of the U. S. District Court for Tennessee."

Representing Crescent is the law firm of Armistead, Waller, Davis and Landsen, who were the attorneys in the original anti-trust suit.

Report Stirs Demand For UK Tax Relief

LONDON, April 17.—The gloomy report last week on the first year's operations of the government's Film Finance Corp. has been followed by many urgings for entertainment tax relief, on the ground that the government is in an untenable position in lending public money for production while discouraging the patron with high taxation.

Sir Alexander King, former Cinematograph Exhibitors Association president, said: "There is only one man who can cure the whole of the British film production headache. If the Chancellor of the Exchequer reduces the entertainment tax on cinema seats to the same level as that of theatres (legitimate), music halls and football, I prophesy that every worthwhile British picture would make a profit in this country."

Shuford in Texas Advertising Field

Stanley Shuford, former advertising manager of Paramount, will enter the advertising agency field in El Paso, Tex., as a partner of Dan White who now operates the business. Planned at a later date is a guest ranch nearby. Shuford will leave New York Thursday to embark upon his new enterprise.

Peirce Opens Own Office

HOLLYWOOD, April 17.—William L. Peirce, former publicity and advertising executive with Samuel Goldwyn, Bing Crosby, Benedict Bogeaus and Lester Cowan, has opened his own office here. He will handle complete merchandising campaigns as well as advertising, publicity and public relations for personalities.

NEWS in Brief . . .

JOHN McCARTHY, Motion Picture Association of America vice-president in charge of foreign affairs, who is now en route to Paris from New York, will, it is understood, discuss the reopening of the French agreement with the French government in the U. S. Embassy in Paris. F. W. Allport, MPAA European manager with headquarters in London, will go to Paris on Wednesday to participate.

•

Toronto, April 17.—Passed by the Ontario censor board with the assistance of more than a dozen unofficial reviewers "Stromboli" opened its first Ontario run at the Biltmore Theatre in downtown Toronto today.

•

DUBLIN, April 17.—A strike in Ireland's motion picture theatres was averted when cinema workers voted by a substantial majority to accept terms offered by exhibitors.

•

Hollywood, April 17.—Participation in the COMPO meeting on May 8 will be among the subjects discussed at the Motion Picture Industry Council's regular meeting Wednesday night at the Beverly Hills Hotel.

•

RKO Radio will stage the world premiere of Argosy Pictures' "Wagonmaster" in 100 theatres in the Oklahoma territory, spearheaded at the Center Theatre, Oklahoma City, tomorrow.

•

Hollywood, April 17.—Screen Directors Guild will hold its annual dinner-business meeting on May 8 at the Beverly Hills Hotel, with the election of officers and the presentation of annual awards on the agenda.

•

Twentieth Century-Fox president Spyros P. Skouras will be a principal speaker at the semi-annual convention of the Society of Motion Picture and Television Engineers to be held starting April 24 in Chicago.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE DAUGHTER OF ROSIE O'GRADY"
starring June Haver - Gordon MacRae
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Show

Paramount Presents
BING CROSBY
FRANK CAPRA'S
RIDING HIGH
In Person
BILLY ECKSTINE
HENNY YOUNGMAN
PETE RUGOLO
and his Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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and...

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Directed by GEORGE SHERMAN · Produced by LEONARD GOLDSTEIN

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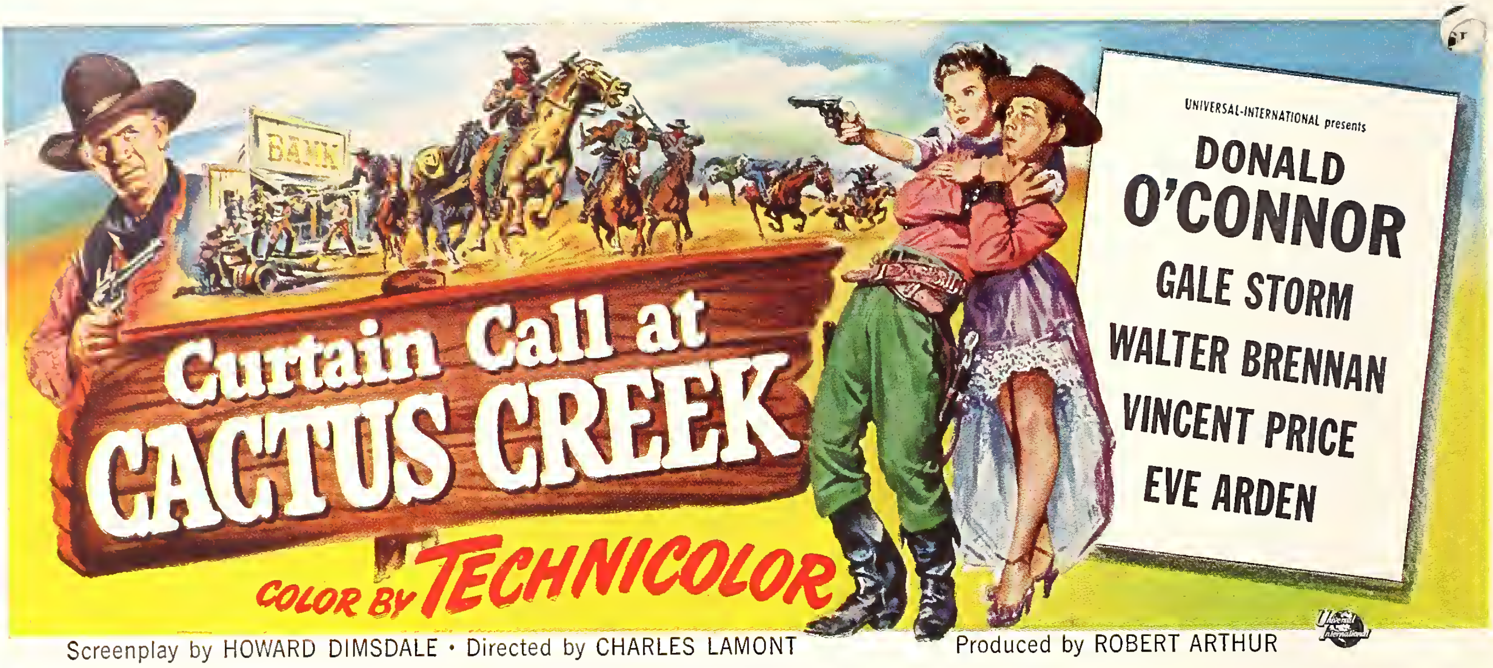
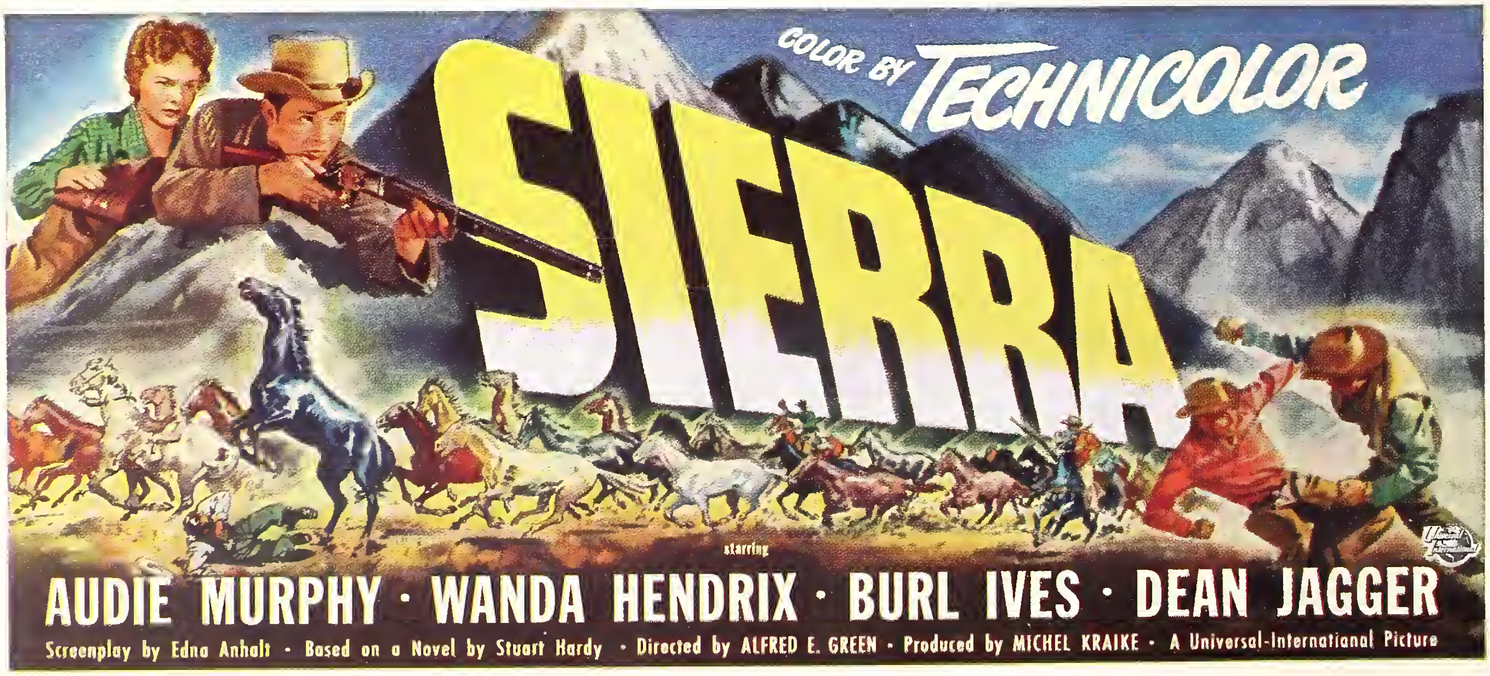

UNIVERSAL-INTERNATIONAL presents
DONALD O'CONNOR
GALE STORM
WALTER BRENNAN
VINCENT PRICE
EVE ARDEN
Curtain Call at CACTUS CREEK
COLOR BY TECHNICOLOR
BANK
Screenplay by HOWARD DIMSDALE • Directed by CHARLES LAMONT
Produced by ROBERT ARTHUR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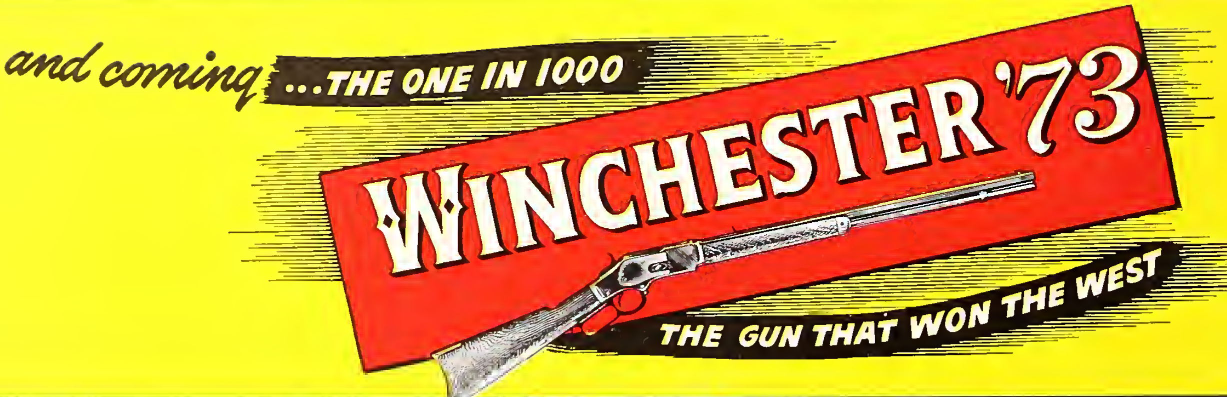
SIERRA
starring
AUDIE MURPHY · WANDA HENDRIX · BURL IVES · DEAN JAGGER
Screenplay by Edna Anhalt · Based on a Novel by Stuart Hardy · Directed by ALFRED E. GREEN · Produced by MICHEL KRAIKE · A Universal-International Picture


and coming ...THE ONE IN 1000
WINCHESTER '73
THE GUN THAT WON THE WEST

US, RKO

(*Continued from page 1*)

quest as an attempt to evade the purpose.and terms of the consent decree, the Department's motion declared that "the RKO defendants and Howard Hughes have shown no intention of carrying out the commitment made to this [illegible] and to the government in the Nov. 8, 1948, judgment."

It said that the public interest in "the expeditious effectuation of the competitive conditions in the motion picture industry called for by the judgment" made it necessary for the court now to take steps to enforce the judgment. The brief also cited the "deep public interest in giving finality to consent decrees."

Favor Tax Cut

(*Continued from page 1*)

Committee prepared to resume its executive session work on taxes in Washington today, a bulletin from COMPO's tax committee gave the following breakdown on the way the members of Congress are lining up:

190 favor complete repeal of the 20 per cent tax;

200 favor reduction of the tax, most to 10 per cent;

75 refuse to be committed but indicate sympathy;

63 cannot be put in any category—there is just no information on their views; and

Only 3 members are opposed to any reduction in the tax.

20th-Fox to Sell

(*Continued from page 1*)

salesmen to deal directly with theatre owners in the area. The heads of Cooperative and Theatre Service own no theatres themselves, it is understood, but merely act for exhibitors.

The 20th-Fox action here is said to be no indication of a stand against all buying combines, but instead is limited to the two Ohio groups which, the company feels, have been too demanding in their terms.

Review

"A Ticket to Tomahawk"

(20th Century-Fox)

TAKING it straight, this big-scale Technicolor Western with its ingenious story base is a rattling good show for popular consumption. Taking it mixed, as it is with a sudden and unexpected switch to burlesque, "A Ticket to Tomahawk" becomes better.

Mary Loos and Richard Sale are co-authors of this yarn about the initial run of the Tomahawk and Western, narrow-gauge railroad probing into the Colorado mountains from the frontier town of Durango. Blocking this messenger of progress are stage coach interests headed by Mauritz Hugo whose hired henchmen are under instruction to wreck and murder if required to prevent the run.

Dan Dailey, drummer and troubadour of the road, gets innocently involved in the plot. Anne Baxter is the attractive, hard-riding and hard-shooting deputy sheriff whose job it is to get the train to Tomahawk before the franchise is forfeited. It is not an easy assignment because 40 miles of the right of way between Epitaph and Tomahawk are minus rails. The strategy calls for mule teams to haul the engine over the trackless distance and thereafter over a rickety trestle—with rails—to the end of the line. A war party of Arapahos, incited by Hugo, starts trouble, the trestle is blown up and the crisis resolved. Dailey saves the day by getting to the Indian chief, a one-time sidekick in a medicine show. The engine is dismantled, carried over the mountains, re-assembled and the run resumed. The final trouble develops when the boiler is punctured and the town line moved behind the engine to indicate the conditions of the charter have been fulfilled.

After false starts, Dailey's anticipated romance with Miss Baxter develops The villains of the piece are eliminated for a happy ending. The twist enters when Dailey meets his Indian friend and both start talking show business. It is a funny routine and a totally unexpected change of pace. Fireworks finally spelling a Chinese Happy New Year up in the hills give the tribesmen all the signs they require and any audience a howl. From that point on, they are in and so is the Tomahawk and Western.

This attraction slows down here and there which probably represents normal expectancies. But its main story line is fresh and different, if far-fetched. Performances are pretty much standard. Production values are excellent and Harry Jackson's employment of the camera in catching breath-taking mountain scenery is superb. Co-author Sale also directed and did representatively well. Robert Bassler produced.

Running time, 90 minutes. General audience classification. For May release.

RED KANN

NEFC Meet

(*Continued from page 1*)

uel Rosen, Phil Harling, Edward L. Fabian, E. C. Grainger, Samuel Rinzler, Max A. Cohen, George Skouras, William White and Walter Reade, Jr., all New York; Samuel Pinanski, Edward Canter and Arthur Lockwood, Boston; Robert J. O'Donnell, Edward H. Rowley and Harold Robb, Jr., Dallas; Edward Silverman, Chicago; Pat McGee, Denver; Harry C. Arthur, St. Louis; James Sharkey, Detroit; J. Myer Schine, Gloversville; Sherrill Corwin, Los Angeles; M. A. Lightman, Memphis, and Kermit C. Stengel, Nashville.

Ascap Prepares Agenda

Board of directors of the American Society of Composers, Authors and Publishers at a meeting here yesterday set the agenda for the Society's annual membership meeting scheduled for next Tuesday. The board formallv mapped proposals calling for internal changes under its consent decree.

Urges Telecasters

(*Continued from page 1*)

time, however, the Council said, "there are rumblings, not only among the viewing public but also within the industry and interested government agencies, that television is being used to the detriment of the best interests of the family, especially the children, through some of the programs being presented." The Council declared that, "Should these abuses continue to grow, we feel they may well lead to censorship and regulation from without," and to prevent this, the resolution concluded, the industry itself should adopt a voluntary morals code.

Rank to Sell

(*Continued from page 1*)

television theatre in London.

Six other Rank theatres will be offered privately and other deals are pending. The Shepherd's Bush studio was sold to BBC recently and the Tatler Cinema in London's West End also was sold.

NY Grosses

(*Continued from page 1*)

much brighter generally than the preholiday period. Income at numerous neighborhood spots was said to be "at a good level" for the most part and strong in the 115 Metropolitan area theatres playing "Cinderella."

"Riding High" is a handsome box-office performer at the Paramount. Teamed with Billy Eckstein on stage, the film completed its first week Sunday night with a gross of $100,000, which is lofty business. "Daughter of Rosie O'Grady" with the holiday stage presentation promises the Music Hall with a big third week's gross estimated at $148,000. The Music Hall show did about $164,000 during Easter week. "Cheaper by the Dozen" with a springtime revue featuring Fran Warren at the Roxy is likely to reach an estimated $95,000 in a very healthy third week; the show drew close to $144,000 Easter week.

"Reformer and the Redhead" with Sammy Kaye's orchestra on stage at the Capital is headed for about $50,000 in its second week, which is good business, after taking about $67,000 in the first. "Golden Twenties" is falling off to about $14,500, which is fair, in its second week at the Astor after drawing about $26,000 in the first.

"City Lights" is holding up well enough at the Globe where $25,000 is in prospect for the second week; the initial week's gross was about $32,000. "Love Happy" is meeting requirements at the Criterion where the second week's take is likely to reach $19,000 after drawing about $34,000 in the first. "The Damned Don't Cry" with Peter Lind Hayes and Mary Healy on stage promises a good second week's take of $44,000 after a initial week of about $61,000.

"Comanche Territory" which drew close to $40,000 in a big first week at the Rivoli is slated to wind up its second with an estimated $25,000, which is healthy enough. "Guilty of Treason" is holding at a fair enough clip at the Mayfair at the start of its second week; the film drew about $25,000 in the first. "The Third Man" at the Victoria still is a top-drawer attraction with an estimated $26,000 in view for the 11th week; it did $34,000 last week.

"Nancy Goes to Rio" might reach $16,000 in a fair enough second week at the State; it brought close to $24,000 in the first week. Still going strong, "The Red Shoes" hit about $9,000 in its 77th week at the Bijou. "Tight Little Island" concluded its 16th week at the Trans Lux with a profitable take of about $4,800. "A Run for Your Money" is mild at the Park Avenue where the second week's take is indicated at $6,500. At the Sutton, "Fallen Idol" jumped to $9,000.

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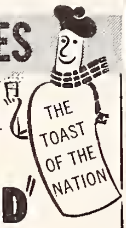

THE TOAST OF THE NATION

"TIGHT LITTLE ISLAND"

is in its

15th BIG WEEK

A Universal-International Release

WARNER BROS. TRADE SCREENING

"BRIGHT LEAF"

WASHINGTON, D. C. TERRITORY ONLY

8 P.M. FRIDAY APRIL 21, 1950

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DeMille GIVES YOU:

Samson and Delilah

Color by Technicolor

Its records have never been equalled by any pi ture and each new opening adds new evidenc

Capra GIVES YOU:

Riding High

"BING'S happiest picture" says this week's Look over 300 smash engagements start it on its wa

Wyler GIVES YOU:

The Heiress

Winner of more Academy Awards than any p ture this year—climaxing scores of other hono

Carewe

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

OL. 67. NO. 75 NEW YORK, U.S.A., WEDNESDAY, APRIL 19, 1950 TEN CENTS

Telecasters' Loss in '49: $24,300,000

ncome, Expenses Were Greater Than in 1948

WASHINGTON, April 18.—Tele-ision networks and stations had igher gross incomes, expenses and osses in 1949 than in 1948, accord-g to the Federal Communications ommission.

The networks and their 13 TV stations lost $11,800,000 in 1949, while the 84 other TV stations lost $12,500,000, the FCC said. All of the networks and their stations and all but six of the non-network stations reported losses during the year.

The FCC said that with 97 stations eporting in 1949, against 50 in 1948,

(Continued on page 6)

Buys 100,000 Stock Shares

Paramount Pictures yesterday re-orted that it had purchased more than 00,000 shares of its common stock in e first four-and-a-half trading days uring which the corporation's bid to urchase 500,000 shares at $21 per hare has been outstanding. The pur-hase involved about $2,100,000.

Paramount's bid was placed on the New York Stock Exchange last Thursday, and is subject to withdraw-l after May 4, or when the corpora-on has acquired 500,000 shares.

Balaban and Katz Directors Elected

CHICAGO, April 18.—At the annual meeting of Balaban and Katz held here oday the following directors were amed: John Balaban, Elmer C. Up-on, Leonard Goldenson, Robert H. O'Brien and Edward Hyman. Net arnings for 1949 amounted to $10.68 share.

State Minimum Wage Unit Is Set Up for Industry

At ceremonies held yesterday at the office here of New York State Industrial Commissioner Edward Corsi, nine representatives of the public, management and labor, including Fabian Theatres vice-president Samuel Rosen and IATSE Motion Picture Operators Union executive Michael J. Mungovern, were sworn in as members of a Minimum Wage Board for the amusement industry of the state. The latter two are film industry representatives.

Rosen is one of the three management representatives on the board, and Mungovern, a vice-president of the New York State Federation of Labor as well as the head of the Albion, N. Y., projectionists' union, is one of three representatives of labor.

The board will be given the task

(Continued on page 6)

RFC Weighs Loan Bids; Sherman and Bischoff Applicants

WASHINGTON, April 18.—The Reconstruction Finance Corp. is weighing the granting of loans to independent film producers, but it will be "some little time"—at least several weeks—before it makes any decision, a top RFC official said today.

From Hollywood comes confirmation that independent producers Harry Sherman and Sam Bischoff have made applications to the RFC for production

(Continued on page 6)

Job Finished, O'Shea Leaving Vanguard

Daniel T. O'Shea, president of Vanguard Films, Inc. and executive director of the Selznick Studio in Hollywood, has resigned, effective immediately. Contemplation of the step was reported in MOTION PICTURE DAILY on Feb. 2.

"The reason for my resignation," said O'Shea, "is simply that my job is completed, now that Vanguard has moved its headquarters from Hollywood to New York." O'Shea further said that before formulating any plans

(Continued on page 6)

KMTA Convention Set for Oct. 10-11

KANSAS CITY, April 18.—The fall convention of the Kansas-Missouri Theatre Association was set tentatively for October 10-11, in advance of the Theatre Owners of America national convention, at a meeting of the board of directors today. Recent KMTA conventions have followed TOA meetings so that decisions, discussions and speakers might be brought from the national meeting to the area. This procedure is reversed, so that ideas and problems of the area may be taken to the national meeting.

British Budget Excludes Theatre Tax Relief; Clears Way for US Pact Talks

London, April 18.—Britain's 40 per cent entertainment tax on cinemas will continue without change, it became evident today as Chancellor of the Exchequer Sir Stafford Cripps presented the new government budget to Parliament.

The budget leaves the entertainment tax unaltered and, despite the entire industry's intensive campaign to obtain some measure of relief from the tax, the subject was not even mentioned by Cripps in his speech accompanying the submission of the new budget.

With the budget now before Parliament, Harold Wilson, president of the Board of Trade, is free to set a date for a meeting with representatives of the American motion picture industry to review the Anglo-U. S. film remittance agreement. Indications are that the meeting will be held about May 15.

NEFC Will Be Rolling in 90 Days: Fabian

Board Here Authorizes Officers to 'Go Ahead'

Board of directors of the National Exhibitors Film Co. at a meeting here yesterday authorized Si Fabian, president, and other officers to "go ahead as soon as possible" with the company's program of financing independent production, Fabian announced following the meeting.

He said the company figures to get underway with actual deals with producers in 60 to 90 days, by which time the conversion of stock pledges into actual purchases by sponsors will have been achieved and other machinery set.

Fabian declined to comment for pub-

(Continued on page 6)

Towne Decree 'Most Drastic'

Film company attorneys said here yesterday they consider the Chicago Federal Court decree against the distributors in the Towne Theatre, Milwaukee, anti-trust case as the most drastic in the history of private actions against the companies.

The court order calls for divestiture of some theatres by Warner and 20th-Fox in the Milwaukee area, imposes tight distribution injunctions and awarded the plaintiff damages of

(Continued on page 6)

Warner Partner Split Delay Is Expected

A new 30-day extension of the presently-scheduled Friday deadline for Warners to break up its partnership in Atlantic Theatres in New Jersey is indicated here. The company is said to have made considerable progress toward dissolution of the 15-

(Continued on page 6)

IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

" FRANK CAPRA'S RIDING HIGH IS MOST HILARIOUS CROSBY COMEDY EVER FILMED."
—WOMAN'S HOME COMPANION
A Paramount Picture

MOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

IATSE representatives and Warner home office officials will meet here again tomorrow for what is expected to be the last time for the drafting of a settlement which will result in raises for 525 company home office "white collar" workers under a new contract. A strike was threatened before an agreement was reached on April 10.

•

Hollywood, April 18.—Screen Publicists Guild membership met here tonight to vote approval of a new contract negotiated with the major producers since the recent NLRB certification of SPG as bargaining agent following a hotly contested election. The pact, which will go into effect immediately if approved, replaced a contract which expired last April.

•

INDIANAPOLIS, April 18.—Sam Oshry, sales manager of Universal-International's Atlanta office, has been appointed branch manager here, succeeding Ted Mendelssohn, who has resigned to devote all of his time to his drive-in interests. Oshry has worked here before with U-I.

•

Atlanta, April 18.—Hugh Owen, Eastern and Southern division manager of Paramount, and A. M. Kane, assistant division head, have arrived here for a two-day meeting of Southern branch managers.

•

TORONTO, April 18.—Doug V. Rosen has resigned as United Artists manager here to become general manager of International Film Distributors under a reorganization initiated by president N. A. Taylor. Rosen succeeds Dave Griesdorf, who left IFD last August to become general manager of the Canadian Odeon circuit.

•

Band leader Horace Heidt announced this week before he departed with his orchestra from Washington for Germany that he will show the Hollywood film, "The Big Lift" as the highlight of his three-week tour to entertain American troops abroad.

•

WASHINGTON, April 18.—Under a new agreement with the Danish government, film earnings that cannot be remitted abroad will be blocked in Denmark to the accounts of the foreign producers, rather than being subjected to very high taxation, according to the U. S. Commerce Department.

•

Walter Dunn has been appointed head of Century Theatres purchasing and maintenance department, replacing Leonard Satz, resigned.

•

SAN FRANCISCO, April 18.—The second in a series of showmanship meetings was held here at Blumenfeld Theatres offices with Graham Kislingbury, chairman, voicing enthusiasm over the interest shown by exhibitors. He announced he would call a mass meeting of all exhibitors in the near future.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, returned here yesterday from Mexico City.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the annual convention of North Central Allied to be held in Minneapolis, May 3-4.

•

MORRIS DAVIS, M-G-M managing director in South Africa, and MRS. DAVIS are vacationing in New York.

•

ROBERT J. RUBIN, Society of Independent Motion Picture Producers counsel, has arrived here from Hollywood and Detroit.

FRANK CAPRA, producer-director, has left here on a tour of Detroit, Chicago and Dallas.

•

LOUIS B. MAYER and MRS. MAYER will leave here today by plane for Miami.

•

SOL LESSER, producer, will sail from here for London on Saturday aboard the *S.S. Queen Mary*.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, is in Boston from New York.

•

LEON GOLDBERG, Universal-International vice-president, has returned from the Coast.

SAG, Equity Unity Urged by Reagan

Speaking before a special meeting of the council of Actors Equity Association here, Hollywood Screen Actors Guild president Ronald Reagan yesterday made a strong plea for "co-operation" between SAG and Actors Equity Association to avert the jurisdictional war which has threatened to break out between SAG and the Television Authority set up by the Associated Actors and Artistes of America. Both unions are members of the "Four A's" but have been on opposite sides on the question of whether the Authority shall have jurisdiction over talent in television films.

The Equity Council is expected to state its position with reference to Reagan's plea when the "Four A's" board meets here today for what is expected to be a "showdown" session in the long-standing dispute. SAG has repeatedly forecast a jurisdictional war if Television Authority "encroaches" on the Actors Guild's union supervision of performers in film, whether it be for motion picture theatre screens or for telecasts.

Here from the Coast to join Reagan at today's "Four A's" board meeting are William Holden, Edward Arnold and Buck Harris.

Two Raise Fund for Rogers Hospital

Joseph Sinclair and Joseph McCarthy, members of Local No. 1, IATSE, raised a fund of $1,098 through joint, voluntary efforts on their own initiative to provide essential, extra items for patients at the Will Rogers Memorial Hospital at Saranac, N. Y.

Sinclair and McCarthy called on Max Cohen, New York Variety Club barker, yesterday to make a presentation of the fund, which will be administered at the hospital.

Poll Picks Crosby, Hope

Bing Crosby has been selected number one actor of the screen, and Bob Hope number one comedian, in the annual poll of the *Des Moines Register and Tribune*, it was announced here by Paramount. The poll was conducted among the 600,000 readers of the paper.

Gamble Heads Film Bond Drive Unit

Appointment of Ted Gamble as chairman of an honorary committee of industry leaders to serve on motion picture participation in the forthcoming Independence Bond Drive, was announced here yesterday by Samuel Pinanski, industry national chairman for the drive.

Gamble, president of Gamble Enterprises and chairman of the board of Theatre Owners of America, was coordinator between the Treasury Department and the industry on the various drives conducted during the last war.

Serving on the committee, embracing all phases of the industry, will be: Charles Skouras, R. J. O'Donnell, Ned Depinet, Gradwell Sears, William Rodgers, Eric A. Johnston, William Scully, S. H. Fabian, Richard F. Walsh, Harry Brandt, Robert Coyne, Gus S. Eyssell, Frank C. Walker, Francis Harmon and Herman Gluckman.

NY Para. Books Five From Col., U-I, RKO

Five films from Columbia, Universal-International and RKO Radio have been booked by the Paramount Theatre here, marking the biggest block of non-Paramount product to play there since the house opened in 1926. Only nine "outside" films have played there in 24 years.

The films, all scheduled for early presentation, are: "In a Lonely Place" and "Rogues of Sherwood Forest," Columbia; "Sleeping City" and "Winchester 73," Universal-International; "The Secret Fury," RKO Radio.

NTFC Fetes Roach

William S. Roach, New York film attorney, associated with the law offices of Irwin Margulies, was honored here this week at a surprise farewell luncheon given by the National Television Film Council, of which he is vice-president. The luncheon was occasioned by Roach's forthcoming departure for Paris as a result of his appointment as special counsel in the international copyright division of UNESCO.

Newsreel Parade

LOUIS B. MAYER being h ored by war veterans, and Am ican troops on the alert in Berlin current newsreel highlights. Ot items include sports and fashio Complete contents follow:

MOVIETONE NEWS, No. 32—Ameri troops prepare for Red [illegible] rlin. tion's capital celebra [illegible] birth Largest family has an anniversary. Gr fashions. Billiards. Boxing. AAU s meet.

NEWS OF THE DAY, No. 266—Berli the alert. War veterans honor Louis Mayer. New York hails President Vid Lady Democrats hold style show. New polo sport. Billiard championship.

PARAMOUNT NEWS, No. 69—Riot trol in Berlin. Australian fair. G Davis wedding. Windsors visit Cana ranch. Olivia de Havilland in Washing U. S. arms en route to Cherbourg. S meet.

TELENEWS DIGEST, No. 16-A—Ber rehearsal for a riot. France: Reds fail arms sabotage. Elephant from India. Sl est plane. Television from a blimp. Fi year-old auto on trip. Baseball.

UNIVERSAL NEWS, No. 344—Arms rive in France. Louis B. Mayer recei award from war veterans. British a show. Large family. Rummage s Baseball: will last year's winners repe Diving.

WARNER PATHE NEWS, No. 71—Ar in Berlin. British auto show. Pri Rainier crowned. Freedom pageant Washington, D. C. Baby elephant. Spor horse racing, swim meet. Great Am cans: Thomas Edison.

Wm. Orr of Loew Dies Here at 67

William Anderson Orr, 67, Loew's public relations departme died yesterday at Harkness Pavill after an illness of several weeks.

Orr had been with the compa since 1923. Earlier he did newspa work and was city editor of the N *York Tribune* in 1913-14. He was s retary to the governor of New Y in 1915-18 and was superintendent New York State Prisons in 1918- He is survived by the widow, Ha Earhart Orr; three sons, James William E., and Robert, and a daug ter, Mrs. William Spencer Doig.

'Tomahawk' Opens Four Denver House

DENVER, April 18.—World premi of 20th Century-Fox's "A Ticket Tomahawk" was held here tonight four theatres, with the film's star, D Dailey winding up two days of pers al appearances. He left tonight San Francisco, where the film w open on Thursday.

Tonight's premiere, held at the De ver, Webber, Esquire and Tabor t atres, will be followed by simultane openings in more than 150 area th tres. A total of 825 saturation bo ings in the West and Midwest scheduled during the next three wee

'Prof' Simonelli to Tal

Charles Simonelli, Universal-Int national head of exploitation, will dress the School of Journalism clas of Professor Bernard Bergman Pennsylvania University, in Philad phia, tomorrow. He will discuss p licity and promotion with particu emphasis on the U-I campaign "Francis."

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"NOT 1"

"NOT 2"

"NOT 3"

"NOT 4"

"NOT 5"

"NOT 6"

"NOT 7"

"NOT 8"

"NOT 9"

"TEN! YES TEN!"

M·G·M's "TERRIFIC TEN"

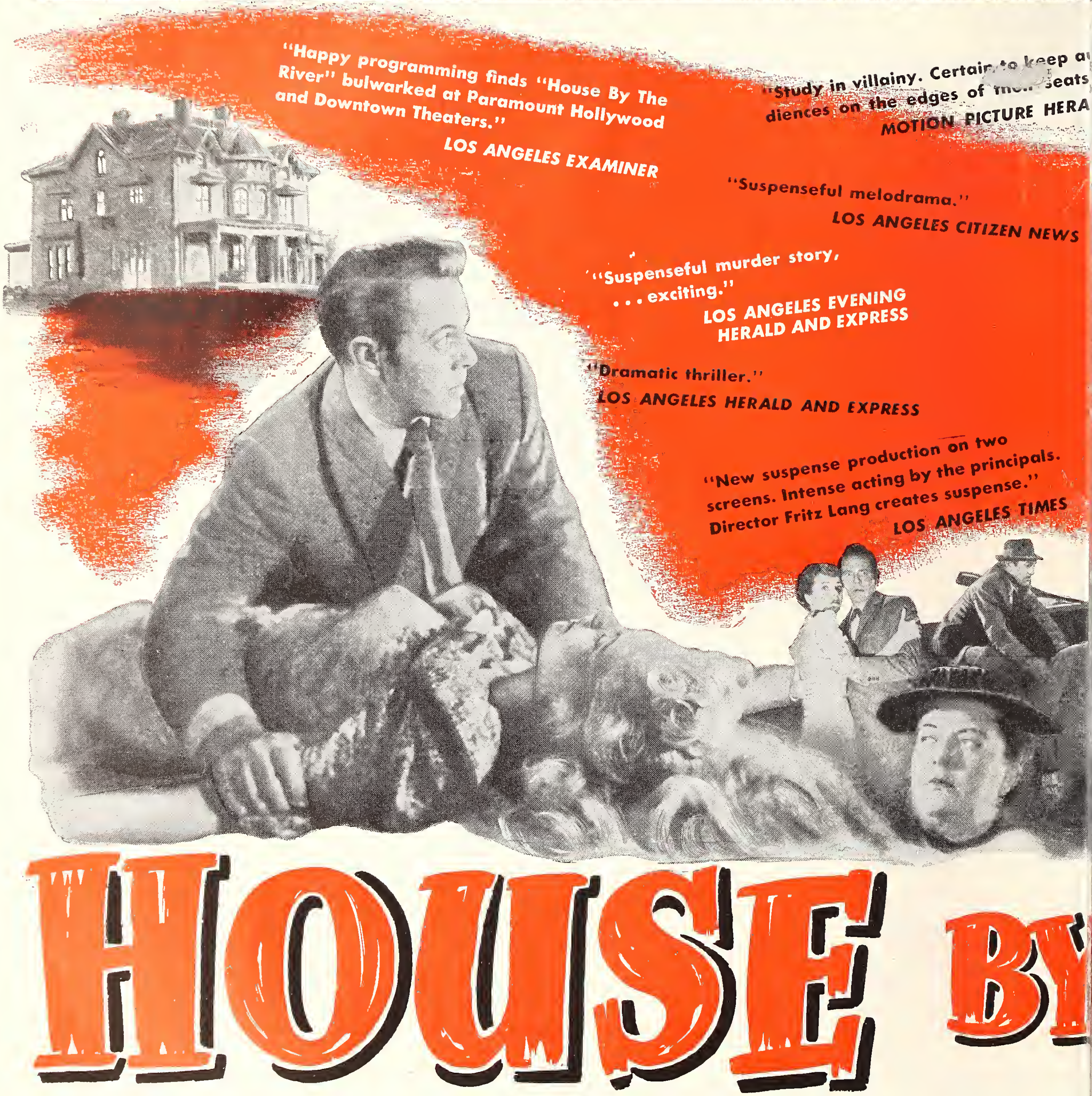
TRADE PAPERS

"Watch for Leo next week!"

M·G·M's "SAY IT WITH PICTURES" TRADE SHOWS!

sn't it exciting that just when the entire trade is talking about M-G-M's "ANNIE ET YOUR GUN" your pal Leo tops the industry headlines with more SOCK EWS, the biggest announcement in years! Millions of dollars in BIG, STAR-RIGHT M-G-M pictures are ready for Trade Showing! One right after another M-G-M's TERRIFIC TEN" will bring joy to showmen's hearts! As usual, it is -G-M that comes through with pictures, just when this industry needs that -G-M shot-in-the-arm! These ten pictures are ready, they've been previewed and hey're great! The Ten Trade Show dates are set! Read all about them next week!

"Certain to keep audiences



"Happy programming finds "House By The River" bulwarked at Paramount Hollywood and Downtown Theaters."

LOS ANGELES EXAMINER

"Study in villainy. Certain to keep a
diences on the edges of their seats
MOTION PICTURE HERA

"Suspenseful melodrama."

LOS ANGELES CITIZEN NEWS

"Suspenseful murder story, . . . exciting."

LOS ANGELES EVENING HERALD AND EXPRESS

"Dramatic thriller."

LOS ANGELES HERALD AND EXPRESS

"New suspense production on two screens. Intense acting by the principals. Director Fritz Lang creates suspense."

LOS ANGELES TIMES

HOUSE BY

"HOUSE BY THE RIVER" starring **LOUIS HAYWAR**

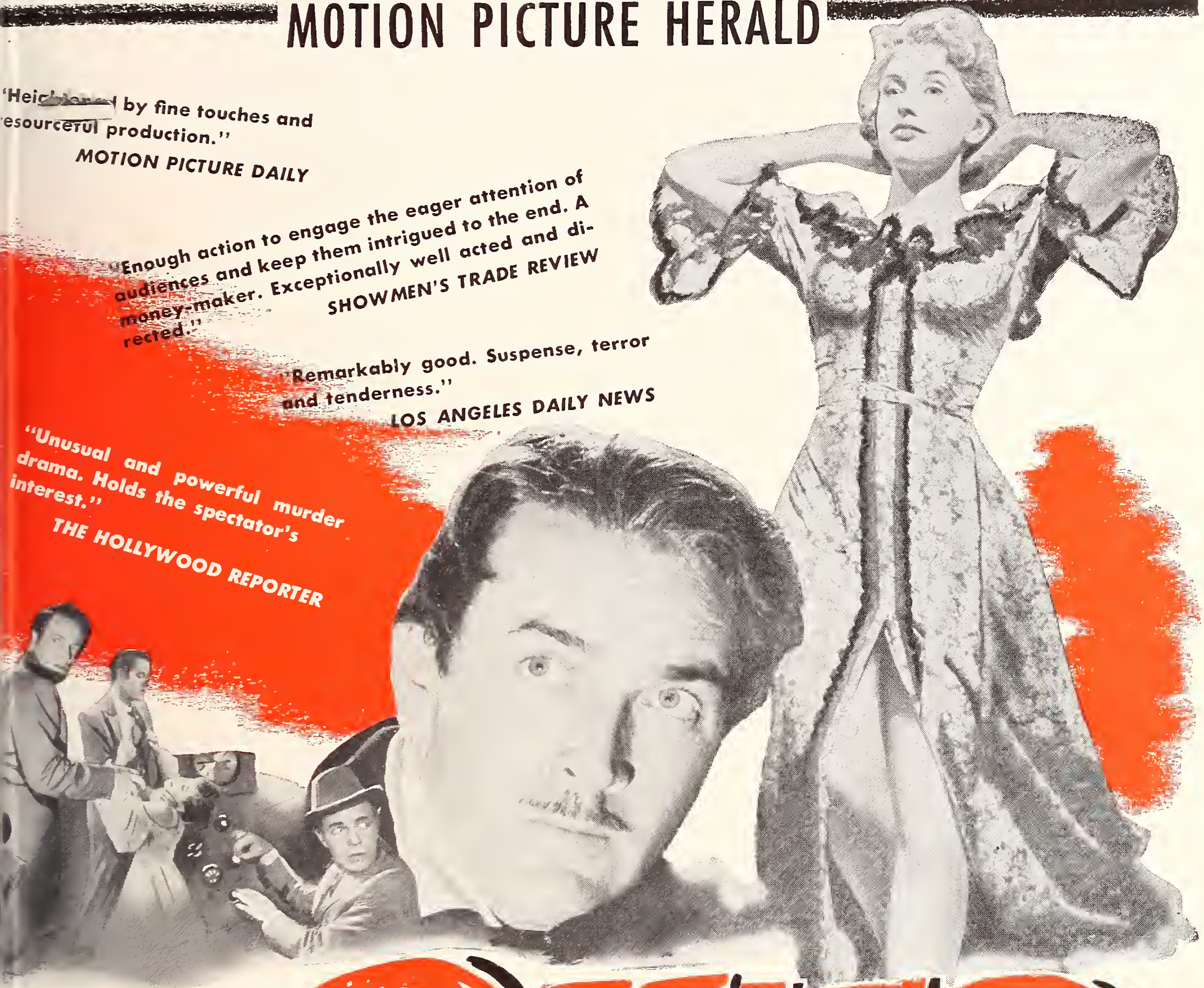
with **DOROTHY PATRICK · ANN SHOEMAKER · HOWLA**

From a Novel by A. P. Herbert · Music by George A

Directed by **FRITZ LANG · A REPUB**

n the edges of their seats!"

MOTION PICTURE HERALD



'Heightened by fine touches and esourceful production.''
MOTION PICTURE DAILY

"Enough action to engage the eager attention of audiences and keep them intrigued to the end. A money-maker. Exceptionally well acted and directed.''
SHOWMEN'S TRADE REVIEW

"Remarkably good. Suspense, terror and tenderness.''
LOS ANGELES DAILY NEWS

"Unusual and powerful murder drama. Holds the spectator's interest.''
THE HOLLYWOOD REPORTER

HE RIVER

EE BOWMAN · JANE WYATT

AMBERLIN · SARAH PADDEN Screen Play by **MEL DINELLI**

ced by Howard Welsch · A Fidelity Pictures, Inc. Presentation

CTURE · Republic Pictures Corporation—Herbert J. Yates, President

Movies Are Better Than Ever, By Gosh

First home office screening of 20th Century-Fox's "Broken Arrow" had just ended the other day when one of David Golding's publicity staff members noticed an entry in the eighth race at Havre de Grace by the name of Cochise, the same name as that of the Indian chief, played by Jeff Handler in the picture. The boys got up a pool and played the hunch.

Cochise romped in, paying $10.80.

Sees Defeat of Tax Cut Veto

WASHINGTON, April 18.—A leading Democratic member of the House Ways and Means Committee said today he thought Congress would override a Presidential veto of any tax bill "that reduces excises a lot and does not increase taxes too much along other lines.

He said "such a bill ought to be very popular in an election year."

One of the big questions in the admission tax picture has been a Presidential veto and what Congress would do about a veto. The President has threatened that he will disapprove any bill that does not raise as much revenue in new taxes as it loses in excise tax cuts, and it is almost certain that the tax bill that Congress will pass will lose far more revenue than it gains.

The House Ways and Means Committee today resumed its executive session work on a new tax bill, but took no votes since one member was absent. However, Committee members said they expected voting to start tomorrow with excises the first order of business.

It is likely that excise voting will continue well into next week, with no tax bill reported before May 15.

One Annual Charity Drive: Rembusch

FRANKLIN, Ind., April 18.—A proposal for "one giant yearly motion picture community drive" with its yield "allocated between all approved and worthwhile charity endeavors" was made today by Trueman T. Rembusch, president of Allied States.

"An Allied poll reveals the majority of its exhibitors feel independent drives are being overdone to a point where they are becoming ineffectual," Rembusch said in a telegram to Bob Hope in which he declined to serve as a co-chairman on the United Cerebral Palsy Association fund drive.

Postpone Walbrook Suit

WASHINGTON, April 18.—At a pre-trial conference here of the Walbrook Theatre's breach of contract suit against 20th Century-Fox, Judge Laws decided to postpone setting a trial date until after proceedings have started in the suit of the Windsor Theatre against other major distributors. The Walbrook-20th-Fox suit grew out of the Windsor case.

Review

"While the Sun Shines"

(Associated British—Stratford)

SOME delectable morsels of humor and characterization are provided in "While the Sun Shines." In terms of entertainment value, this modest British importation ranks high. The popularity of the cast does not have any strong marquee value but the performances are infused with tremendous charm. The picture is general in appeal, but very likely it would be most appreciated by discriminating audiences.

The romantic comedy fashioned by Terence Rattigan and Anatole De Grunwald centers around Ronald Howard, who as young Lord Harpenden, is unable to rise above the rank of ordinary seaman despite his title. Howard happens to be in love with attractive Barbara White and wedding bells are in the offing. But suddenly a young American and Frenchman appear on the scene, resulting in the three men vying for the girl's hand. As the story whirls its merry way, it takes on the aspect of a minor UN problem. The ending sees Howard and Miss White joined in matrimony, but there is enough happiness to go around for all.

Winning performances are rendered by the latter two. Ronald Squire offers a superb study as a roguish duke while Brenda Bruce performs tantalizingly as "the other woman." Also giving good acting accounts are Bonar Colleano, Jr., as the American and Michael Allan as the Frenchman. A presentation of Associated British Picture Corp., Ltd., distributed here by Stratford, it was produced by De Grunwald and directed by Anthony Asquith.

Running time, 82 minutes. General audience classification. May release.

MANDEL HERBSTMAN

Telecasters' Loss

(Continued from page 1)

this was the picture for the networks and stations: 1949 revenues, $33,800,000—a 288 per cent jump over the $8,700,000 of 1948; 1949 expenses, $58,100,000—a 140 per cent increase over the $23,600,000 of 1948; 1949 losses, $24,300,000 against $14,900,000 in 1948.

It is considered likely that more than six companies were operating in the black by the end of the year, but that their last half operations were outweighed by first-half losses.

The aggregate revenue of all AM, FM and TV stations in 1949 amounted to $459,800,000, a 10.3 per cent jump over the $416,800,000 in 1948. Total expenses amounted to $425,000,000 against $370,700,000 a year earlier. The AM-FM stations had net incomes before Federal taxes of $59,100,000 in 1949, against $61,000,000 in 1948.

Summarizing the situation before the National Association of Broadcasters' convention on the West Coast, FCC chairman Wayne Coy said AM revenue was maintained in 1949 at 1948 levels, TV revenue increased, TV losses increased and TV losses were met almost entirely by AM income.

Minimum Wage Unit

(Continued from page 1)

of investigating all of the many phases of the amusement industry with a view to establishing a minimum wage. The State Labor Department's research division already has made an extensive survey of the industry. Its findings will be turned over to the board for consideration.

Public members of the board include former Supreme Court Justice Francis X. Giaccone, attorney Henry W. Poor and Mrs. Florence Kreckel. The other management representatives are George F. Kister, president of the Coney Island Chamber of Commerce, and Charles J. Buonomo, president of the State Bowling Association. Alfred Harding of Actors Equity, and Thomas Shortman, of the Building Service Employees Union, are the other labor representatives.

Following its study of amusement industry problems the board will report to Corsi, who then may issue a minimum wage order covering workers who need such protection.

RFC Loans

(Continued from page 1)

loans. Sherman's bid covers 10 pictures. Both producers were in Washington last week and Bischoff joined Ellis Arnall, president of the Society of Independent Motion Picture Producers, in conferences with RFC officials.

Meanwhile, a prominent industry spokesman pointed out that current developments on Capitol Hill do not help the independents any. A Senate banking sub-committee is making a very critical and searching study of RFC's loan policies, and it is considered likely that the agency, already under fire, will hesitate a long while before embarking on a new policy.

The corporation has had a policy of refusing to make production loans. Indications were that during the next few weeks, independents applying for loans will submit further facts to back their applications and their attorneys will confer with RFC officials in a further attempt to win the agency to a switch in its policy.

O'Shea Leaves

(Continued from page 1)

for the future, he proposes to take a rest. It is understood that O'Shea has been considering returning to private law practice.

Simultaneously, from his New York headquarters, David O. Selznick stated, "It is with mutual regret that Dan O'Shea and myself have come to a parting of the way, an occurrence inevitably dictated by the transfer of my production activities to Europe."

Treasury Luncheon Today for Drive

The motion picture industry's advisory committee for savings bonds, under the leadership of national chairman Samuel Pinanski, is preparing a promotional campaign for the "Independence Drive" and a luncheon-meeti[illegible]een arranged for [illegible] the Waldorf-Astoria here for the presentation of promotional plans. Top Treasury officials from Washington will attend the luncheon.

NEFC Rolling

(Continued from page 1)

lication when asked if NEFC's initia capitalization goal of $2,000,000 ha been reached. He said in effect tha the full groundwork has been lai and it is up to the officers to follow through with the detail work on issuance of stock, determining whether paid executive should be brought int the company immediately, and othe matters.

Fabian said NEFC's policy on th number of production loans to b made in any given period will be flexible, to be "determined by the stat of the market."

The organization of NEFC was announced last June. Fabian said various approvals by the Securities an Exchange Commission, the Department of Justice and statements of registration in 15 states have been re sponsible for the delays in the pro gram.

Towne Decision

(Continued from page 1)

$1,295,878, in addition to attorney fee of $225,000.

Lawyers here said the decision i certain to be appealed on grounds o an excessive award of damages an overly severe restraints on licensin of films, in addition to other counts

Defendants are the 20th-Fox an Warner theatre companies and si major distributors, with United Artists and Universal excluded.

WB Partner Split

(Continued from page 1)

theatre joint ownership but will be un able to complete a deal by Friday consequently it will ask the Department of Justice for the additional tim

The Department is expected to g along with the delay since the com pany has shown "good faith" in its ef forts to meet the deadline, it was sai

THE LAWLESS
For one terrifying moment,
3,724 people forgot they were Americans!

FILE COPY
DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

L. 67. NO. 76 NEW YORK, U.S.A., THURSDAY, APRIL 20, 1950 TEN CENTS

nited Para. heatres Nets 3,193,000

irst Quarter Report eighs Video Effects

United Paramount Theatres, in first quarterly report, made pub- yesterday, revealed consolidated nings of $3,193,000 for the three nths ended last March 31. The npany's share of undistributed earn- s of partly owned, non-consolidat- companies amounted to an addition- $670,000 during the period.

Leonard Goldenson, UPT resident, estimated that earn- ngs for the quarter were about 8 per cent below the corre- ponding 1949 quarter, but were p substantially from the last uarter of 1949. The first quar- er last year was the best for he year and the last quarter he poorest, he said.

During the first three months of 0, UPT received $1,072,000 in cash

(Continued on page 4)

reasury Has Done ll It Can for Tax ut, Snyder Says

The Treasury called the attention the House Ways and Means Com- tee to the Federal admission tax cifically when it advised the com- tee that if there were any inequi- in the present excise taxes which been overlooked in the Treasury's ommendations such inequities

(Continued on page 4)

.K. Trade to Try gain for Tax Cut

ONDON, April 19.—An all-industry mittee, at an emergency meeting here today, sent Chancellor of the chequer Sir Stafford Cripps a ngly worded remonstrance for to- y ignoring the subject of entertain-

(Continued on page 4)

TV 'War' Opens Over Talent Jurisdiction

The international board of the Associated Actors and Artistes of America yesterday voted here to give Television Authority complete jurisdiction in the organization of talent in the entire television field—television films included. The Screen Actors Guild at once interpreted the action as a declaration of jurisdictional war against SAG and the Screen Extras Guild. Both film guilds are branches of the Four-A's and were represented at yesterday's board meeting, but they were outvoted on the Four-A's board by five "live" talent unions.

The big question now is: Will SAG and SEG bolt the Four-A's? It is expected to be answered, in part at least, at a

(Continued on page 5)

John Nolan, Veteran Comerford Official

John Nolan, manager of the film purchasing and booking departments of Comerford Theatres for the past 15 years, died Tuesday night at St. Monica's Hospital, Phoenix, Arizona, the New York office of the circuit disclosed here yesterday.

Nolan, 58 years old, had been re-

(Continued on page 2)

GIVE RKO TO 1951 FOR DIVORCEMENT

Walsh Pledges 'IA' To Palsy Campaign

Richard F. Walsh

The "hearty endorsement" of Richard F. Walsh, president of the IATSE, has been given to the May campaign of the United Cerebral Palsy Associations, guaranteeing "the full cooperation of IATSE members everywhere."

Leonard Goldenson, UCPA president and president of United Paramount Theatres, was told by Walsh that "this applies in particular to our projectionists who will be handling the May 7 issues of the five newsreels, which will include a campaign trailer, and our theatre employes, who will assist in handling audience collections."

Paramount has prepared a two-and-one-half-minute trailer, featuring Alan Ladd and William Demarest, which the May 7 issues of all newsreels will carry.

All theatres have been asked to show the trailer at all performances.

Court Rejects US Move For Trustee to Split Company After May 8

U. S. Statutory Court in an open hearing here yesterday extended the deadline for completion of divorcement by RKO from May 8 to Dec. 31, 1950, and at the same time rejected the motion of the Department of Justice which proposed the court appointment of a trustee to direct the immediate divorcement of the corporation.

RKO has asked an extension to Feb. 8, 1953, which would have been the same amount of time given Loew's, Warners and 20th Century-Fox by the court in its divorcement decree against the three earlier this year.

Special RKO attorney William O. Donovan argued yesterday that the company has suffered "unforeseen and

(Continued on page 5)

Separate Vote on Each Excise Seen a Break for Industry

Washington, April 19.—The House Ways and Means Committee today rejected an immediate, 50 per cent across-the-board cut in wartime excise tax rates and instead decided to vote separately on each individual excise.

Some Committee members opposed

(Continued on page 4)

'Films Finest Educators' Snyder Tells Bond Meet

The motion picture is the finest of all educational mediums, not barring schools and colleges, Secretary of the Treasury John W. Snyder declared here yesterday in addressing a luncheon-meeting of industry executives who will direct motion picture activities in the Treasury's coming Independence Bond Drive.

The basis of the drive is the practice of thrift, Snyder said, and the motion picture and its people can be invalu-

(Continued on page 4)

Reach Settlement in Ace Anti-Trust Suit

Chicago, April 19.—The dismissal of the Ace Theatre, Hammond, Ind., equity anti-trust suit is to be effected within a week, with all 14 defendants having come to settlement terms with the plaintiff, Peter Poulos, operator of the 500-seat house.

Filed in October, 1948, the suit sought an abolition of clearance held

(Continued on page 4)

'Free Movie' Idea Headed for Limbo

Washington, April 19.—A half-dozen suggestions for improving theatre business, including a "Free Movie Day," were turned over to a special committee today by the Theatre Owners Association of Metropolitan

(Continued on page 4)

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

"FRANK CAPRA'S RIDING HIGH IS BEST CROSBY SINCE 'GOING MY WAY'."
A Paramount Picture
—PROVIDENCE JOURNAL

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

ALMOST 1,000 citizens from all walks of life have accepted posts on the committee for a benefit premiere of Eagle-Lion's "The Jackie Robinson Story," according to Youth United, the organization which will receive the proceeds to aid its settlement houses. Among the honorary sponsors for the premiere, to be held at the Astor Theatre here on May 16, are Gov. Thomas E. Dewey, Mayor William O'Dwyer and U. S. Senators Irving M. Ives and Herbert H. Lehman.

•

TORONTO, April 19.—Stan Gosnell, a director and treasurer of the Motion Picture Theatres Association of Ontario, has been named vice-president of the organization to succeed George Peters, former vice-president of Odeon Theatres of Canada. Gosnell is manager of Loew's Uptown, Toronto.

•

CHICAGO, April 19.—The newly-formed Triangle Amusement Corp., headed by Arthur L. Stern, will take over the management of the Argmore, Avon and Liberty theatres from Essaness on May 1. Emil Stern, formerly with Essaness, will join Triangle in an advisory capacity.

SEG Is New Title For Merged Guilds

The Screen Employes Guild has been designated as the official title of the recently-merged Screen Publicists Guild and the Screen Office and Professional Employes Guild. An application for a charter has been submitted to the parent union, the United Office and Professional Workers of America.

The new union now has jurisdiction over 3,300 employes in the industry and has 36 home office contracts, according to Jack Ryan, business director of SEG.

Under the merger arrangement, the officership of the union will consist of five members, three from the SPG and two from SOPEG. Sig Maitless has already been ratified as president, and Sid Young is secretary of the treasury. Other officers now include Harry Hochfeld, second vice-president, and James Procaccini, recording secretary. A first vice-presidency is vacant.

4-City Premiere for 'Rock Island Trail'

James R. Grainger, Republic sales vice-president, left here yesterday for Boston, accompanied by John P. Curtin, special sales representative.

Grainger will return to New York on Saturday and will leave on Sunday, accompanied by assistant general sales manager Edward L. Walton, for Chicago and Rock Island, Ill., where they will arrive next Wednesday to attend the world premiere of Republic's "Rock Island Trail," which will have a quad-city opening in Davenport, Iowa and Rock Island, Moline, and in East Moline on April 27.

Personal Mention

MURRAY SILVERSTONE, 20th Century-Fox International president, will return here today from Mexico City.

•

GORDON LIGHTSTONE, Paramount Canadian sales manager, has been reelected for the fourth time as president of the Canadian Motion Picture Distributors Association.

•

W. FRENCH (BILL) GITHENS, chairman of the executive committee of Cinerama Corp., has received the Republican nomination for mayor of Bernardsville, N. J.

•

DAVID DENT, associated with his father, **ARTHUR DENT**, in Adelphi Films, London, is in New York and plans to return to London at the end of the month.

•

RICHARD DE ROCHEMONT, March of Time producer, will be a guest star tonight on **IRENE O'CONNELL'S** WCBS-TV program, "Rendezvous."

•

B. J. KRANZE, Film Classics distribution vice-president, has returned here from Detroit and Chicago.

•

CARD WALKER, Walt Disney studio executive, has arrived here from the Coast.

RONALD W. ALCORN, independent producer, accompanied by **NED CRAWFORD**, his advertising-publicity director, and **PAT PATTERSON** arrived here yesterday from the Coast.

•

JOHN DI BENEDETTO, former assistant manager at Loew's Poli, Bridgeport, has returned to that city after serving as relief manager of Loew's Broad, Columbus, O., during the recuperation of **WALTER KESSLER**, the regular manager who was injured in an automobile accident.

•

HENRY L. NATHANSON, president of M-G-M Films, Ltd. of Canada, **TED GOULD**, general sales manager, and **DEWEY BLOOM**, field exploiteer, will leave here tonight for Toronto.

•

HARRY MEARS, vice-president of Cinematograph Exhibitors Association of Great Britain, arrived in Hollywood yesterday from New York.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has left Hollywood for a tour of exchanges in his territory.

•

MAX BLACKMAN, Warner Theatres executive, will celebrate his 50th birthday on Saturday.

'High' Holds in 64% Of First 100 Dates

Sixty-four per cent of the first 100 dates of "Riding High" have achieved higher holdover and moveover figures than any Bing Crosby film in the last three years, according to A. W. Schwalberg, president of Paramount Film Distributing Corp., who also declared that the new Crosby starrer has equalled records set in these situations by Bing's "Going My Way" and "Welcome Stranger."

The Paramount sales chief attributed this to the all-out advertising-publicity-exploitation campaigns conducted by members of Max E. Youngstein's staff.

Para. to Film 'Goldbergs'

With the signing of Gertrude Berg, star and originator of "The Rise of the Goldbergs," Paramount announces arrangements are now complete to film that radio and television show. Production is set for July, with Mel Epstein directing and N. Richard Nash collaborating with Miss Berg on the script.

Signs for Garden Events

Television rights to Madison Square Garden Saturday night sports events, for 26 weeks beginning Oct. 7, have been acquired by Columbia Broadcasting. Excluded are Garden boxing bouts and hockey games.

Levey Signs Two Aides

Jules Levey, independent producer who will distribute the French film, "Fabiola," has signed Frederic Pressburger and Forest Izard to assist him in preparing an English version.

Funeral Service Here Today for W. A. Orr

Funeral services will be held at noon today at the Frank E. Campbell Funeral Church here for William Anderson Orr, Loew's public relations department executive, who died Tuesday at the age of 67 at Harkness Pavilion after several weeks' illness.

Orr was with the company 27 years and previously was city editor of the *New York Tribune*.

Services Today for Jack Price, 55

JACKSONVILLE, April 19.—Funeral services will be held tomorrow for E. B. (Jack) Price, 55, Warner Brothers branch manager here, who died of a stroke Tuesday. Interment will be at Riverside Memorial Park. He joined Warner in 1947 as a salesman and became manager of the new Jacksonville branch upon its opening in August, 1949.

Police Aid Drive-in Bow

Ledgewood, N. J., police are selling tickets for next Wednesday's opening of the 550-car Garden Auto-Torium drive-in there, operated by Wilfred P. Smith, formerly an executive of Eastern Drive-In Theatres. Opening night proceeds will go to the local Police Athletic League.

Para. to Release 'Trio'

Paramount will distribute J. Arthur Rank's "Trio" in the Western Hemisphere, it is announced here. The film, based on three Somerset Maugham stories, was produced by Sidney Box; Anthony Darnborough was associate producer.

New Pact Benefits Coast Publicists

Hollywood, April 19. — Screen Publicists Guild's membership has voted unanimous approval of a new contract with major studios. The pact sets a $173.55 minimum weekly wage for senior publicists, with rates [illegible]ing down to $55.60 for apprentices. It provides for the establishment of a labor-management committee comprising five members from the Guild and five from employers.

Provision for a 100 per cent union shop is also included, subject to approval by Guild members in a mail ballot to be conducted by the National Labor Relations Board.

Dubious Book Not Reason to Ban Fil

WASHINGTON, April 19.—The m tion picture committee of the Daug ters of the American Revolution tod advised its 165,000 members throug out the country that films based books of dubious moral content probably quite acceptable.

In a report to the annual DAR co vention, the committee, headed Mrs. Leroy Montgomery, pointed that producers must conform to "rigid moral requirements of the P duction Code." Some films have be banned on the basis of a book witho ever having been seen by the pers or organization doing the censori the committee said, adding that this most unfair to the producers.

The report said that again all sta had reported "no Communism no in any picture," and that most cr cism of Hollywood films stressed " many war pictures, too much fighti too much crime, too much brutalit

John Nolan, 58

(*Continued from page* 1)

siding in California and Arizona d ing the past few months because poor health.

Nolan devoted almost his ent lifetime to the motion picture ind try. He had been Eastern sales m ager for 20th Century-Fox and sent to Australia by the company manage its interests in that count He had to leave that position beca of illness.

John Roberts, head of the booki department for Comerford, and Tho as P. Comerford, assistant to Nol both of Scranton, Pa., are flying W to attend the funeral, which will t place at Inglewood, Cal., from Hardin and Flanagan Mortuary Inglewood.

Surviving are three sisters: Mot Nolan of the Mesdames of the Sac Heart, in Tokyo, Japan, and M Edward T. Hays, and Mrs. E O'Brien, both of Inglewood. No was the husband of the late M Leavy Nolan of Albany, N. Y.

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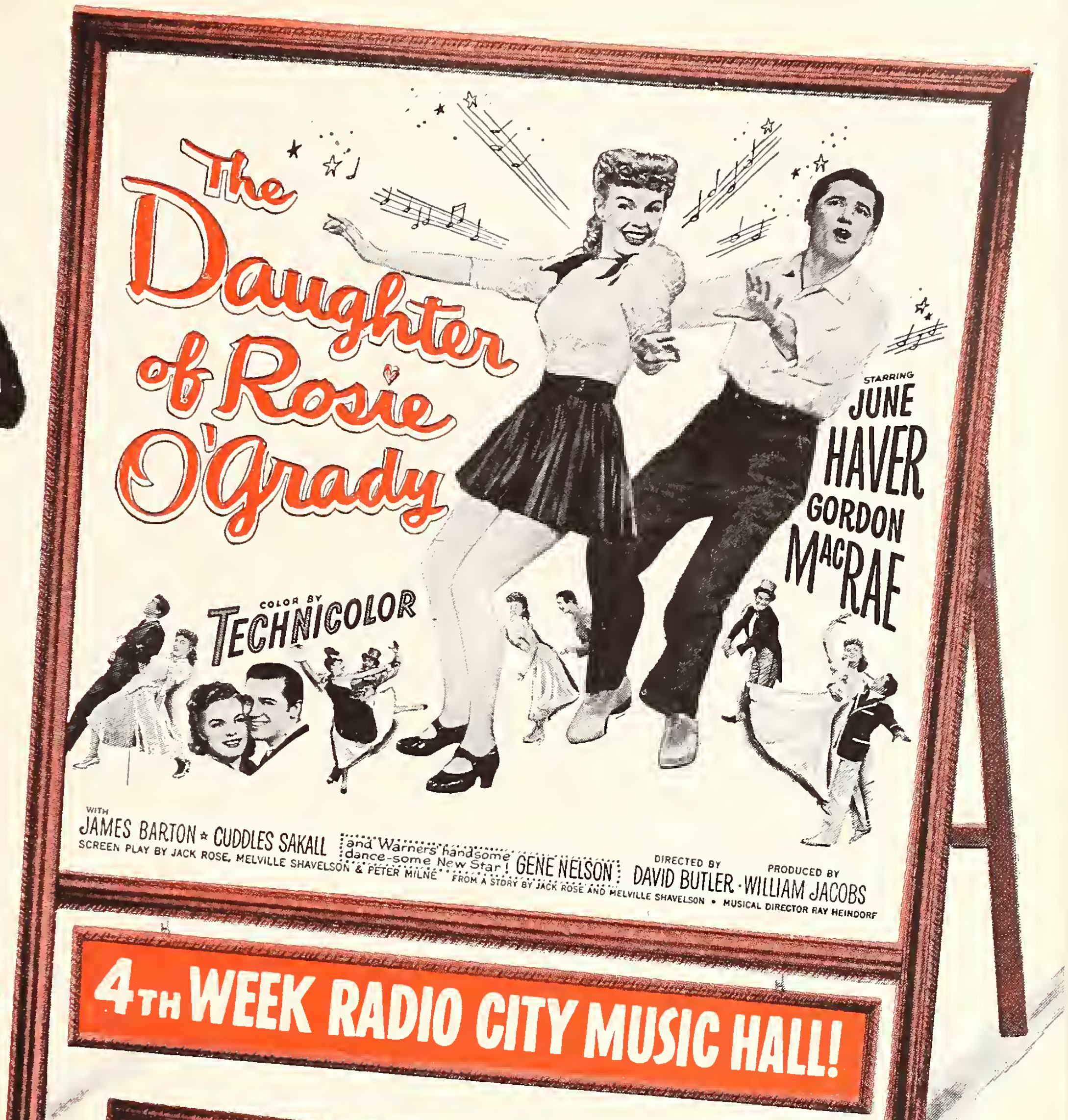
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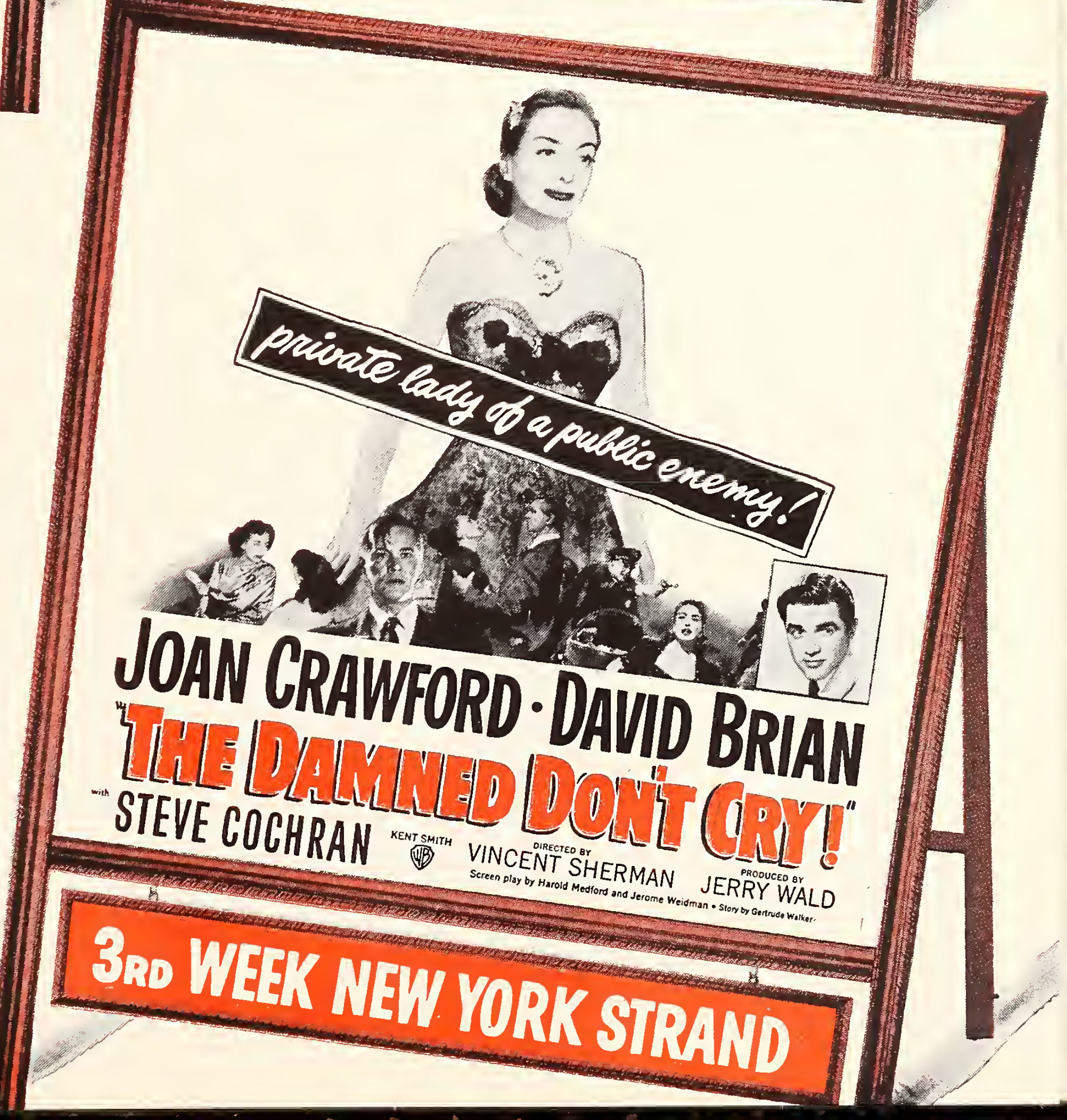
COLOR BY TECHNICOLOR
STARRING JUNE HAVER GORDON MACRAE
WITH JAMES BARTON ★ CUDDLES SAKALL
and Warners' handsome dance-some New Star! GENE NELSON
SCREEN PLAY BY JACK ROSE, MELVILLE SHAVELSON & PETER MILNE
FROM A STORY BY JACK ROSE AND MELVILLE SHAVELSON
DIRECTED BY DAVID BUTLER
PRODUCED BY WILLIAM JACOBS
MUSICAL DIRECTOR RAY HEINDORF
4TH WEEK RADIO CITY MUSIC HALL!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"THE DAMNED DON'T CRY!"
with STEVE COCHRAN
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Screen play by Harold Medford and Jerome Weidman • Story by Gertrude Walker
3RD WEEK NEW YORK STRAND

D. C. Paper Calls Johnson's Probe 'Silly and Stupid'

WASHINGTON, April 19. — The Washington *Post* continues its editorial attacks on Senator Edwin Johnson's proposed investigation of Hollywood morals, declaring the "whole thing strikes us as a rather silly and stupid idea."

Pointing out that the Colorado Senator is making much of the fact that current scandals have a bad effect on American youth, the *Post* said the hearings "that Senator Johnson seems to be contemplating would undoubtedly sell a good many extra papers, particularly if the investigator manages to stir up anything of specially scandalous interest. But we doubt that airing it all on the front pages, where the Astor and Chaplin and Flynn cases were successively aired some years ago, would have a particularly salutary effect upon American youth either."

"Anyway," the *Post* editorial concluded, "we can't help thinking that if the sexual morals of Hollywood and of Broadway are a matter of public concern, the concern properly belongs to the local authorities and not to the Federal government. Also, we can't help thinking how eminently qualified Miss Bergman herself, only one short year ago, might have seemed for one of Senator Johnson's licenses."

Jackson Meets with Schary On Hollywood 'Probe'

HOLLYWOOD, April 19.—The first publicly reported meeting between Judge Stephen S. Jackson and an official representative of any Hollywood organization took place today when the Senatorial investigator visited Dore Schary, who is chairman of the Motion Picture Industry Council public relations committee, at the M-G-M studio.

Following the meeting, Schary's office released a statement reading in part, "The meeting was held at the request of Judge Jackson. Following an exchange of viewpoints, Judge Jackson indicated his interest in further talks with executives of MPIC. Schary will take up the matter of arranging such meeting with MPIC members. Both Judge Jackson and Schary expressed mutual satisfaction over the results of their talk."

Schary is expected to report on Jackson's visit at tonight's regular meeting of the MPIC.

Treasury and Tax

(*Continued from page* 1)

should be corrected, Secretary of the Treasury John Snyder said yesterday.

The Treasury's original tax message to Congress did not include the admission tax among those on the excise list which it singled out for relief.

Secretary Snyder, in New York to address the industry committee for the Treasury bond drive, was asked if he had taken any specific position in connection with industry efforts to obtain repeal of the admission tax. Citing his message to the tax-writing House Ways and Means Committee, Snyder said he could do no more than that.

"Tax legislation is up to the Ways and Means Committee," he said. "The Treasury can do no more than make known its views to the Committee."

FEWER AND BETTER FILMS, NOT LOWER COSTS, CAPRA'S SOLUTION

DETROIT, April 19.—The besieged film industry, "plagued by soaring production costs" and the competition of television, would do well, in the opinion of producer-director Frank Capra, to produce fewer and better pictures rather than trim film costs too drastically.

Capra was here to put a promotional push behind his new film, "Riding High," Paramount, which opens at the Michigan Theatre on Friday.

Capra said that only 10 Hollywood pictures returned a profit last year. He cautioned in this respect that the true story of current film company earnings is not revealed in studio financial statements, since many producers have been riding along on a profitable backlog of reissues.

No one in the industry, Capra declared, knows the answer to the television threat, and there is necessarily a great deal of watchful waiting. But regardless of the uncertainty Capra said he believed the answer would partially be found in better pictures and a reduction of admission prices.

Capra believes also that the film industry, with its tremendous know-how and production resources will eventually play a leading role in television. Theatre television, he said, acknowledging that he might be only "crystal balling," could possibly mean to the industry only a faster method of film distribution.

Snyder at Bond Meet

(*Continued from page* 1)

able in selling that idea to the public.

Sam Pinanski, industry chairman for the bond drive, presided at the luncheon, held at the Waldorf-Astoria, and assured Snyder that the industry's campaign staff of 150 is in readiness for the start of the drive, May 15 at Independence Hall, Philadelphia. The campaign will continue through July 4.

Diverging momentarily from campaign subjects, Secretary Snyder told the meeting he believed television would be a great thing for motion pictures.

"I have had a television set for three years," he said, "and it has made me want the theatre all the more. I have seen more motion pictures recently than I ever did before."

Snyder emphasized that the bond drive will not compete with business, that it has been indorsed by bankers, insurance companies and business men because the lesson of thrift inherent in the sale of government bonds to the public is good for all business, he said.

Vernon Clark, assistant to Snyder, told the meeting that the bond drives could not be conducted without the participation of the voluntary workers, such as those in the motion picture industry, whom he termed the most valuable of all.

The full cooperation of the industry is behind the drive, Pinanski reported. He said that complete press books, publicity suitable for all media, and tried-and-true exploitation stunts have been prepared by the industry advertising-publicity committee under Art Schmidt of Columbia.

Slogan for the drive is: "Save for Your Independence!"

Separate Excise Vote

(*Continued from page* 1)

the across-the-board cut because they felt some excises should be cut more than 50 per cent, while others opposed it because they felt certain taxes should not be reduced at all.

This is seen as a break for the film industry, since Committee sentiment seems to favor at least a 50 per cent reduction in the admission tax, and with a separate vote the tax may be cut even more or a complete repeal voted for admissions under a certain figure.

The Committee will begin voting on individual excises today, probably in alphabetical order. This would mean that the admission tax will probably be one of the first to be considered.

'Free Movie' Idea

(*Continued from page* 1)

Washington.

This was the result of a long association meeting, attended by Theatre Owners of America executive director Gael Sullivan. Other matters discussed and referred to the committee included getting distributors to speed availability of films to subsequent runs, cooperative advertising with distributors, and television trailers.

Discussion took place on "Free Movie Day," but Sullivan rejected the idea as unfeasible on a national basis, and the committee is supposed to consider ways to modify the present proposal for possible trial here or resubmission to the national TOA. There was considerable opposition to the plan, especially from affiliated theatres, and it may well never again see daylight.

The exhibitors urged TOA to "hurry the day" when three-dimensional pictures would be available, there being some feeling this might be the answer to exhibitor problems.

Much time was spent discussing lateness of print availability, members complaining that while the clearance here is 21 days, it is often 50 to 70 days before films are actually released for subsequent runs.

16 at FCC Session On Airways Policy

WASHINGTON, April 19.—Sixteen companies and organizations will appear before the Federal Communications Commission on Monday to argue whether the Commission should adopt a policy excluding from radio and television those firms which have violated the anti-trust laws and other Federal statutes.

The 16 include Warner, 20th-Fox, Schine, Loew's, United Paramount, Paramount Pictures, and DuMont, and others. They will argue against such a policy.

Ace Suit Settlement

(*Continued from page* 1)

by the Paramount and Parthenon, Great States first-run houses; Warner's Orpheum, second-run, and the Calumet Theatre, independent third-run. The Ace, fourth-run house, has improved clearance from 49 days to 28 days after first-run, with the stipulation in the agreement that clearance may not exceed 35 days.

Plaintiff's attorney is Bernard Sokol.

United Para.

(*Continued from page* 1)

and notes from the sale of theatre disposed of under terms of the Paramount consent decree. Net capita gains from disposal of theatre properties amounted to $210,000 afte taxes. In addition, UPT al[illegible]ispose of a commercial propert[illegible] Sa Francisco for $411,000 cash during th quarter.

Consolidated earnings, excludin capital gains and a share of undistributed earnings on which dividend have not yet been received, were equa to 91 cents per share and, includin them, earnings were equivalent t $1.18 per share.

Declare 50c Dividend

A first dividend of 50 cents pe share was declared, payable April 2 to holders of record on March 31.

Goldenson's report to stockholder discussed business prospects and television at considerable length. H stated that he does not regard attendance declines from abnormal war time peaks as "either surprisin or unhealthy." He named quality c pictures as the prime business facto

Analysis of company earnings showed less of a decline in agricultural than in industrial areas, Goldenson said, indicating that the decline is primarily "economic in character."

Stating that he did not wish t minimize television's effects, Goldenson said that comparison of earning between television and non-televisio areas during the first quarter of 195 show about the same decline from th first quarter of 1949.

Will Utilize TV

UPT, he said, will endeavor to us television to help its business, by usin it for advertising purposes, by pet tioning for special channels for theat television and adding it to program and in other ways. It is now opera ing a Chicago television station an hopes to add others in Detroit an Boston.

The company now has 500 theatre wholly-owned, which it can retain pe manently. Negotiations with c owners to dispose of interests in othe under the decree terms are proceedin satisfactorily, Goldenson said.

U. K. Tax Cut

(*Continued from page* 1)

ment tax relief in his budget messag to Parliament yesterday.

The committee asked Cripps to r ceive another trade delegation, in th hope of persuading him to make a 11th hour gesture for reduction of th tax during the committee stage of th finance bill.

While Cripps's unyielding attitu toward the entertainment tax is n shared by all of his Cabinet co leagues, he is so strongly entrench in his intellectual dominance of th Cabinet that a reversal from th quarter is extremely unlikely.

The entire trade is dumbfounded Cripps's curt brush-off of its claim f tax relief. The Socialist majority Commons is not unanimous in suppo of his stand and Tom O'Brien, me ber of Parliament and head of th National Association of Theatric and Kine Employes, issued a punge statement asserting that Cripps's sta means the end of the British produ tion industry.

Name Alger, Putnam RKO 'Met' Trustees

In addition to deciding on more divorcement time for RKO yesterday, the U. S. Statutory Court named George W. Alger and Albert W. Putnam, both of the Appeal Bo[illegible]f the American Arbitrat[illegible] Association as trustees to take over the company's 20 per cent stock interest in Metropolitan Playhouses here, with a 2½-year limit on disposition of the securities. RKO had asked for the trusteeship, but by one of several banks and for a period of five years. The government asked for a one-year limit.

'V 'War'

(*Continued from page* 1)

ıeeting of the SAG board on Ionday in Hollywood.

.n SAG statement yesterday de- ed that the Four-A's board action ll injure gravely and possibly ir- arably the efficiency and the very ıcture of all actors' unions and e possibly will doom the continued stence of our AFL International, Four-A's." In addition to SAG SEG, Four-A's includes Actors ıity, Chorus Equity, American eration of Radio Artists, Ameri- Guild of Variety Artists and erican Guild of Musical Artists.

Says Rights Violated

.abeling the Four-A's board action an attempted violation of the legal ıts of motion picture actors and -a players, and a deliberate declara- of jurisdictional war against the film guilds, the SAG board yes- lay told the Four-A's in a formal ement that "you cannot alter or ct in any way the Guild's status er its basic contracts as the col- ive bargaining representative for ion picture actors." SAG added: ıe people directly concerned—ac- in motion pictures, however ex- ted—have chosen the SAG to resent them in collective bargaining ı employers. We know and you w that in any conflict, they will firm that choice. Nothing that you e Four-A's) may do can alter that ."

t was learned yesterday that prior he Four-A's board meeting a peti- ı was filed with Actors Equity by ıe 500 of that union's 1,200 mem- s, warning that a split with SAG r the issue would be "fratricidal y" and urged the Equity Council "do everything" to maintain peace.

SAG Delegates Walk Out

AG's delegates at the Four-A's rd meeting walked out of the ses- ı as soon as the votes were count- declining to wait for official ad- rnment. They were: Ronald agan, William Holden, Edward Ar- d and Florence Marston. They said t insofar as the Four-A's board ion purports to give Television Au- rity jurisdiction over actors in mo- ı pictures, however exhibited, "it is complete legal nullility and the ld will ignore it."

he Four-A's resolution giving evision Authority jurisdictional power asserted that the other constituent branches "have repeatedly requested SAG and SEG to agree to mediation of all matters that are in dispute," but the two Hollywood guilds "have consistently refused to mediate all issues in dispute."

SAG declared that its Four-A's charter vests in it complete jurisdiction in the motion picture field. The Guild condemned "those factions in the Four-A's which prefer war to peace, chaos to order," adding that the Four-A's "adamant, selfish course of action will result in hurting actors rather than in helping."

Give RKO To 1951

(*Continued from page* 1)

unforseeable" setbacks in past months and consequently lacked the financial stability necessary to divide the corporation into two separate companies on a sound basis at an early date.

He said further that divorcement now would pit the new RKO picture company against the three remaining defendants which are in a far stronger economic position. He said the purpose of the consent decree which RKO had entered, calling for divorcement by May 8, was to create competition but complying with it now would have the opposite effect.

Government attorney Phillip Marcus offered numerous objections but his proposal for the appointment of a trustee to supervise divorcement met with an immediate judicial frown. Judge Augustus N. Hand, senior of the three jurists on the bench, denied the move immediately on the ground that "It's altogether too summary."

Marcus said that RKO, in seeking the long extension, was attempting to enjoy the benefits of its own consent decree along with those of the court decree against the other majors but wanted to avoid the burdens of any of the orders. By entering the consent judgment, he explained, the company avoided the possibility of being ordered to divest itself of a large number of theatres and is in a better position concerning freedom on acquisition of new theatres, among other advantages.

Hughes' Attorney Present

Marcus was joined by a minority stockholder in the argument that Howard Hughes, controlling stockholder, was out to serve his own interests in the request for more time. Hughes had his own attorney, Thomas A. Slack of Dallas, on hand to answer any possible charges and he asserted that Hughes' only consideration has been the benefits of all stockholders.

Two other minority holders questioned the idea of continuing the existence of the parent corporation after they had been notified it would be dissolved. They said their investments would be impaired, that the theatre company would still be able to "carry" the picture company so long as they are integrated. Slack and Roy MacDonald, also for RKO, said they thought the complainants might have purchased "when-issued" shares in the new RKO theatre company.

Upon questioning by Judge Hand, Slack told the court that Hughes will discharge his commitment to "make an election" in which one of the two new companies he will continue his 24 per cent stock ownership by May 8.

Elaborating on his statement of RKO losses, Donovan said that the picture company had losses of $5,000,000 in 1948, $3,600,000 in 1949 and was $1,000,000 in the red for the first quarter of 1950.

Sees Position Endangered

He said that the parent has a revolving credit with three banks for $10,000,000, that loans made under this totalling $7,500,000 would be called, and consequently the new picture company, upon divorcement, would be forced into a hazardous position.

At the conclusion of the hearing, Judge Hand asked Marcus for some relaxation of his stand on the extended time. When the government lawyer appeared to give no ground, Judge Hand fixed the new deadline at Dec. 31, with his associates on the bench, Judges Alfred C. Coxe and Henry W. Goddard, concurring.

Under the original RKO consent decree, divorcement was called for by Nov. 8, 1949, but with the government's approval, this was put off to May 8.

Claims Higher TV Theatre Definition

Projection of theatre-size television images of much higher definition than those available from any present program source will be possible with RCA's new model PT-100 theatre television projector, it was disclosed here yesterday by RCA. The first unit of the new equipment will be delivered next month to Fabian's Fox Theatre in Brooklyn, N. Y.

"Although the equipment now in production are set to operate with the 525-line broadcast programs now available to theatres, they can be adapted to make use of a substantially greater number of scanning lines which might be employed in future closed-circuit programming for theatres," the company stated.

UK Theatres Weigh Levy to Finance Showmanship Plan

LONDON, April 19.—A pro rata levy on all British theatres for the maintenance of a national showmanship campaign after the pattern suggested by 20th Century-Fox is receiving wide support in the trade here.

Treasury authorities are said to look with favor on industry proposals that the proposed levy for the campaign should be made before deduction of entertainment tax. No expensive institutional advertising campaign in national newspapers is likely to be undertaken, however. It is felt that a planning committee of publicists and trade press editors should be able to devise a more effective approach to the potential patron. Trade press editors already have suggested that BBC use a 20-minute trailer on films in general release on its television program weekly.

Canada Group Hits National Film Board

TORONTO, April 19.—In a brief presented to the Massey Commission on Arts at Ottawa today the Association of Motion Picture Producers and Laboratories of Canada charged that the government's National Film Board is trying to establish a monopoly. The association, headed by J. J. Chisholm of Associated Screen News, and representing Canada's private film industry, described the NFB as a very serious threat to the country's commercial interests and to new Canadian and foreign investments in the field.

The brief asked for a sharp limitation of NFB expansion and recommended that a portion of the government's film requirements be carried out on a freely competitive basis. The Massey Commission is carrying out a government investigation on the encouragement of art and culture, but the probe has developed a conflict between private and public interests in films, radio broadcasting and television.

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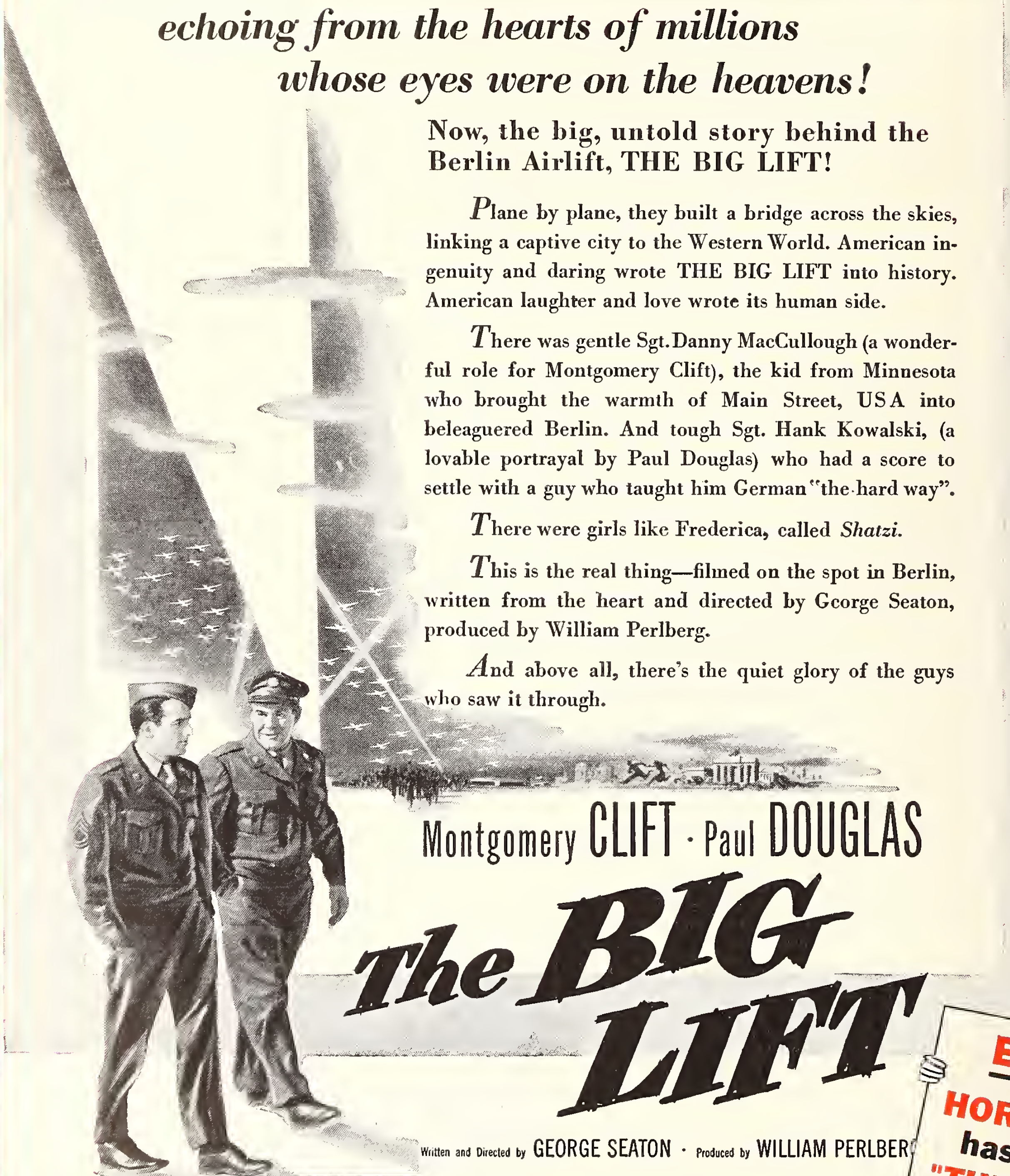

Now, the big, untold story behind the Berlin Airlift, THE BIG LIFT!

Plane by plane, they built a bridge across the skies, linking a captive city to the Western World. American ingenuity and daring wrote THE BIG LIFT into history. American laughter and love wrote its human side.

There was gentle Sgt. Danny MacCullough (a wonderful role for Montgomery Clift), the kid from Minnesota who brought the warmth of Main Street, USA into beleaguered Berlin. And tough Sgt. Hank Kowalski, (a lovable portrayal by Paul Douglas) who had a score to settle with a guy who taught him German "the hard way".

There were girls like Frederica, called *Shatzi.*

This is the real thing—filmed on the spot in Berlin, written from the heart and directed by George Seaton, produced by William Perlberg.

And above all, there's the quiet glory of the guys who saw it through.

Montgomery CLIFT · Paul DOUGLAS

The BIG LIFT

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love to Avert uits With lore Bidding

A Plans Increase in ompetitive Situations

Jnited Artists yesterday an- nced a sales policy adjustment stepping up its competitive bid- g situations throughout the ntry, further establishing that dis- utors look with favor on that type licensing as one means of averting al action in some situations.

"Extended discussions of the ew problems raised by the rowing amount of threatened itigation, together with suc- essful results obtained from ests of competitive bidding,"

(Continued on page 3)

PIC Enthusiastic ver Compo Group

HOLLYWOOD, April 20.—Declaring crystallization of the Council of otion Picture Organizations to be "most significant development in industry in many years," the mem- ship of the Motion Picture Indus- Council at a meeting here last ght devoted its principal attention to

(Continued on page 3)

U.K. Tax Cut Hope Is Dim, Says Dent

Slight hope for the curtailment of the 40 per cent entertainment tax in Britain was seen here yesterday by David Dent, business director of Adelphi Films, London, in the light of Chancellor of the Exchequer Sir Stafford Cripps' omission of a recommendation for a cut in the new budget presented to Parliament Tuesday. Dent pointed out that a "tremendous campaign" was waged by the industry for the tax reduction, but it "was ignored."

MPAA Executive Committee Studies Ad Code Changes

The executive committee of the Motion Picture Association of America yesterday discussed proposed amendments to the MPAA Advertising Code designed to prevent exploitation of misconduct by Hollywood personalities.

Similar discussions have been held and will continue to be held here and in Hollywood, it was indicated following the committee meeting.

The committee reviewed the recommendations submitted earlier this

(Continued on page 3)

Exhibitors Unafraid Of Video: Wilcoxon

Smart showmen feel that television eventually will have "a definite business regenerative effect throughout all of show business," Henry Wilcoxon declared here yesterday. Wilcoxon reported exhibitor reactions on the completion of a 42-state tour begun in August in behalf of Paramount's "Samson and Delilah."

Exhibitors feel that the "industry is

(Continued on page 2)

Sullivan, Harvey to Head Palsy Drive

Gael Sullivan, executive director of the Theatre Owners of America, has been named national exhibitor chairman of the industry's May campaign for the United Cerebral Palsy Association by Leonard H. Goldenson, president of UCPA.

At the same time, Goldenson announced that Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, will serve as Sullivan's co-chairman.

Smith Lists Nine For Summer Release

Said to be "designed to implement the industry's efforts for maximum showmanship," Andy W. Smith, 20th Century-Fox vice-president and general sales manager, yesterday announced nine feature releases for May through August.

The line-up follows: May—"The Big Lift," with Montgomery Clift and Paul Douglas; "A Ticket to Toma-

(Continued on page 3)

Censorship Costs Industry $3,000,000 Yearly: Breen

Asserting that there has been very little film censorship legislation passed by state, municipal or other governments in the U. S. since the industry adopted its voluntary Production Code 20 years ago, Code administrator Joseph I. Breen yesterday indicated to what extent the Code is a cost-saving factor by revealing that the scores of censorship boards that have been operating take from the industry some $3,000,000 in fees annually.

Breen addressed a luncheon-meeting of the American Television Society at the Hotel Roosevelt here yesterday.

Introduced to 125 ATS members and guests by Theodore C. Streibert, president of radio station WOR, who pointed out that the National Association of Broadcasters is considering adoption of a television production

(Continued on page 3)

Variety's Peace Role Is Vital: O'Donnell

DALLAS, April 20.—As he prepared to leave here for New Orleans in advance of the 14th annual convention of Variety Clubs International, which will open next Wednesday and run through Saturday, international chief barker R. J. O'Donnell declared that, "Right at the moment when there is so much confusion and mistrust in the world, I believe that organizations like Variety International, which have a common purpose and step over national lines, can do a part, small perhaps, but still a needed part, toward promoting better understanding among men."

He added: "It's not hard to realize

(Continued on page 2)

Wiley Urges Senate to Drop Hearings

Says Film Leaders Can Handle Own Problems

WASHINGTON, April 20.—Sen. Alexander Wiley (R., Wis.) today called on the Senate Interstate Commerce Committee to cancel its proposed hearings on Hollywood morals and give the motion picture industry "the opportunity to work out on a voluntary basis its own solutions to this problem."

Wiley, who, shortly after Sen. Ed Johnson introduced his licensing bill last month took the Senate floor to blast the bill, resumed the attack today.

(Continued on page 3)

'Winchester' Heads U-I's 'Big Push'

Universal-International's "Winchester 73" will head the list of releases in the company's "Big Push" sales drive during the next four months, it was decided at a series of conferences between N. J. Blumberg, company president, and Leo Spitz and William Goetz, studio executives. Blumberg

(Continued on page 3)

Overseas Film Role Seen by President

Washington, April 20. — President Truman today declared he had directed the Secretary of State to plan a greatly stepped-up overseas information program to acquaint people abroad with the truth about freedom and democracy. A "major part of our effort must be carried out through our public information channels — newspapers and magazines, radio and motion pictures," the President said to the Society of Newspaper Editors.

T'S A PAPAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

BING HIMSELF SAYS: "MY BEST PICTURE IN YEARS IS CAPRA'S 'RIDING HIGH'!"

MOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ABE SCHNEIDER, Columbia treasurer, is scheduled to leave here next week on a European trip.

•

TREVOR TOWNSEND, New Zealand general manager for Robert Kerridge Enterprises, is expected here early next week and will be the guest of CAPT. HAROLD AUTEN of United Artists at a luncheon on Wednesday at the Lotos Club.

•

TERENCE O'NEIL, British producer, MRS. O'NEIL and GRACIE FIELDS are among passengers arriving here today from Europe on the *S.S. Queen Mary*.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, has returned here from a trip through upstate New York.

•

J. ARTHUR RANK and MRS. RANK will leave Hollywood today for New York, en route to London.

Fine Names 10 for Cerebral Palsy Drive

BOSTON, April 20.—Hy Fine, general chairman of the motion picture industry's Cerebral Palsy campaign for New England, announced today the following to spearhead theatre participation in the forthcoming campaign. They are: for Massachusetts, Arthur Lockwood, Sam Pinanski, Arthur Howard, Leslie Bendslez and Edward Smith; for Connecticut, Al Pickus and James Darby; for Maine, C. J. Russell, Sr.; for Vermont, Frank Vennett; and for New Hampshire, Ed Fahey. A Rhode Island exhibitor representative is not yet selected.

Chambers to Leave MPAA Research Post

Resignation of Robert W. Chambers, director of research of the Motion Picture Association of America, was announced here yesterday by Eric Johnston, MPAA president.

Chambers will leave the association on June 1 to join the Lincoln-Mercury division of the Ford Motor Co. in Detroit as manager of its distribution and market research departments. Indications are that the MPAA research department will continue to operate after Chambers leaves, it was said.

Kramer Film to Hall

Stanley Kramer's "The Men," to be distributed by United Artists, will have its world premiere at Radio City Music Hall here in mid-July, United Artists announced. Kramer's fourth production, "The Men" will be the first UA release to play the Music Hall since "Lydia" in September, 1941.

Owen Meeting in Dallas

DALLAS, April 20.—Hugh Owen, Eastern and Southern division manager for Paramount, arrived here today from Atlanta for meetings with branch managers on new Paramount product.

3rd Dimension a Solution To TV Competition: Taylor

TORONTO, April 20.—Hollywood, "because of its fear and bewilderment" is overlooking third dimension motion pictures as "the quickest solution to the problem of home television as a threat to the future of the motion picture theatre," states N. A. Taylor, president of 20th Century Theatres, operating 60 theatres in Canada.

Taylor called for intensification of research into third dimension, which he said has already made much progress technically. "Why don't the major studios, whose revenue has declined because of television, give financial support to the quickest possible development of third dimension?"

Pointing to the scientific progress of the industry as represented by color, sound, cartoons and safety film, Taylor expressed his belief that "awareness and immediate financial support can make practical soon the next great advance in entertainment and technique—third dimension photography. That, not the 'marriage' of movies and television, will guarantee the future of our industry."

900 Houses Will Get 'Eagle' Pre-Release

"Paramount will pull out all stops in a joint sales and ad-press-exploitation campaign for the William Pine-William Thomas Technicolor production of 'The Eagle and the Hawk'," declared Max E. Youngstein, director of national advertising-publicity-exploitation, who added that A. W. Schwalberg and members of his sales staff already have lined up 900 pre-release engagements to follow the world premiere of the film at the Metropolitan Theatre, Houston, May 3. The premiere will be attended by a group of Paramount stars who also will appear at subsequent openings of the picture.

Nolan Services to Be Held in LA Tomorrow

LOS ANGELES, April 20.—Funeral services will be held here on Saturday at St. Thomas' Church for John Nolan, manager of the film purchasing and booking departments of Comerford Theatres, who died Tuesday at St. Monica's Hospital in Phoenix.

The remains will lie in state in the Cunningham and O'Connor Funeral Home.

New Booking Plan

HOLLYWOOD, April 20.—Creating a new first-run setup in the Salt Lake region, Harold Wirthwein, Monogram's Western sales manager, has set a new booking deal that involves four drive-ins playing two Monogram pictures day-and-date, opening the new combine on Friday, May 19.

Wirthwein explained that the company for some time had been seeking a suitable first-run outlet for its product in Salt Lake. The four drive-ins, operated by Consolidated Theatres, are the Autorium, Redwood, Hilande and Geneva.

R. I. Passes Bill for Two Projectionists

Providence, April 20.—After State Representative Thomas P. McHugh, Democrat from Providence and Chairman of the Labor Committee, declared "a definite hazard" exists in the event of fire in a projection booth where only one operator is on duty, the Rhode Island House passed a bill requiring motion picture theatres to maintain two operators in projection booths.

Wilcoxon on Video

(*Continued from page* 1)

wearing too long a face," Wilcoxon declared. Regarding wails about business being off 30 per cent, Wilcoxon said that many showmen felt that "business today (even allowing for higher operational costs, and lower buying value of the dollar) is better than it was in 1941, considered a normal year in our business." He declared "they seem to feel that basing profit expectancy on peak year grosses is as silly as basing production costs on the same grosses."

Wilcoxon reported that many showmen felt "we are in danger of being strangled by litigation." They felt that sincere investigation of the problem, as is being done by the Council of Motion Picture Organizations and the Motion Picture Industry Council would help curtail this, "through the promotion of better intra-industry relations."

Variety's Peace Role

(*Continued from page* 1)

the importance of our activities public-relationswise for the industry, because the very activities of Variety call attention to the heart of show-business, to the undisputed fact that whenever a helping hand is needed show-business is there, ready and eager to help."

New Orleans All Set For Variety Conclave

NEW ORLEANS, April 20.—A unanimous pledge of all-out cooperation from the entire New Orleans film industry for the Variety Clubs International 14th annual convention, scheduled for the Roosevelt Hotel here, April 26-29, was announced today by Norman Carter, head of the convention.

New M-G-M First Run

The 1,500-seat Minerva Theatre, Sydney, Australia, will open as an M-G-M first-run showcase on May 5, it is announced here by Morton A. Spring, Loew's International vice-president. Owned by M-G-M for two years, the house has been operating as a legitimate theatre.

NEWS in Brief . . .

CELEBRATED Films Corp. ha been formed to re-release siler comedies owned by and starrin Charles Chaplin, through United Artists. The first, "City Light," now current at the Globe here, is being prepared for general distribution. Arthu W. Kelly, executive vice-president c UA, is vice-president of Cele[illegible]ted.

•

Hollywood, April 20.—Ho[illegible]ywoo Foreign Correspondents' first regular monthly award for the best motion picture went to 20th Century Fox's "When Willie Comes Marching Home." Presentation was mad at a luncheon at Lucy's.

•

WASHINGTON, April 20.—The Hous Ways and Means Committee has vote tentatively to cut by at least 50 pe cent excise taxes on cameras, photc graphic apparatus and film and plate including rawstock. The Committee i now voting on manufacturers excise and it may be some days before it get around to the admission tax.

•

Members of the Screen Cartoonist Guild here will no longer be permitte to perform art work for a non-unio studio, it was decided at a Guild membership meeting. The ruling is aimec according to Guild statement, at th "fly-by-night" cartoon producer.

Heiber to Toronto i UA Canadian Switc

George Heiber has been named manager of the United Artists exchang in Toronto, moving up from Montrea in a realignment of Canadian branc managers announced yesterday by Na Nathanson, Eastern and Canadia general sales manager. Charles Chaplin is division manager of Canada.

Heiber replaces Douglas Rosen wh resigned to join International Filn Distributors. Sam Kunitzky of UA' St. John, N. B., office, has been movec up to head the Montreal office. Th St. John exchange has been placed under the managership of Lou Michaelson who left Universal-Internationa to join UA.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE DAUGHTER OF ROSIE O'GRADY"
starring June Haver - Gordon MacRae
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Show

Paramount Presents
BING CROSBY
FRANK CAPRA'S
RIDING HIGH
In Person
BILLY ECKSTINE
HENNY YOUNGMAN
PETE RUGOLO
and his Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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AFL Will Have 'IA' Theatre at Exhibit

One exhibit scheduled for the AFL's "Union Industries Show" at Philadelphia, May 6-13, and now being prepared by Quaker City locals of the IATSE, is a theatre turned inside out—a film house complete with blazing marquee and modern streamlined exterior, but having this dist[illegible]on: an entire wall will be missing, so people can just drift in and sit down to see the show.

Jrges Senate

(Continued from page 1)

He put in the *Congressional Record* a lengthy memo opposing the bill and a legal analysis which he said "demonstrates that the bill violates the First, Fifth and Sixth Amendments to the Constitution. It violates due process of law; it constitutes a bill of attainder and an *ex post facto* law—both specifically banned by our Constitution," he said.

Wiley urged a "spontaneous moral usade among our people, led by our eat churches, assisted by all the de- ut people in the cinema themselves, d let this voluntary crusade be the swer to the problem of immorality Hollywood or any where else." He id he regretted the tendency to run the government to correct every oblem, and declared that the Motion icture Association of America and e various organizations of indepen- nt film producers and exhibitors re more than qualified under their esent leadership to meet this oblem."

Wiley's remarks on the legal aspects the bill take added weight from the ct that he is a former chairman of e Senate Judiciary Committee and is e committee's ranking Republican.

With 12,000 bills before Congress d "literally hundreds of crucial oblems" before the Senate Com- erce Committee that the Committee ould have seen fit to schedule hear- gs "on this issue of proposed regi- entation of the motion picture indus- y of America," Wiley said.

IPIC Cool Towards alks with Jackson

HOLLYWOOD, April 20.—A report rnished by Dore Schary, who could ot be present, on his meeting yester- ay with Judge Stephen S. Jackson, enatorial investigator of Hollywood's orals, was read to the membership t last night's Motion Picture Industry ouncil meeting. They voted to take nder consideration Jackson's sugges- on for meetings with other MPIC fficials.

A statement issued today pointed ut this action "provided nothing to dicate any change in the general ttitude of disapproval noted through- ut Hollywood toward the circum- ances attending Jackson's advent." he discussion "approved the general ttitude and position taken by Schary ut also contained a straightforward ejection of anything associated with cceptance of any plan to affix Federal censes on performers or films," the atement said.

Review

"Harbor of Missing Men"

(Republic)

"HARBOR of Missing Men" launches an underworld action melodrama on the high seas. The film satisfactorily mixes action and excitement, fulfilling the modest needs of its classification.

Richard Denning has the focal role of a fishing-boat owner who strikes a deal to deliver a boatload of contraband fire-arms for an underworld operator. Some dark doings follow and the money from the transaction is hijacked, leaving Denning in a perilous spot. For his own safety, he finds himself having to elude the hi-jackers, as well as the angry group from whom the money was stolen.

Denning finds sanctuary with a Greek family that also operates a fishing boat. Some of the production's finest scenes are those showing the underwater endeavors of the family. In time Denning falls in love with pretty Aline Towne, a member of the family. There follows Denning's struggle to clear his name, punctuated by some fisticuffs and gunplay—then wedding bells.

Sidney Picker was associate producer, and R. G. Springsteen directed from a story by John K. Butler.

Running time, 60 minutes. General audience classification. Release date, March 26.

MANDEL HERBSTMAN

Breen on Censors

(Continued from page 1)

code, Breen emphasized that he had no intention whatever to "suggest to you how to run your business." In accepting the invitation to speak, Breen said, he wanted only "to tell you something about the motion picture industry's experience" with its Production Code.

Breen recited the history of the film industry's need for and experience with its Production Code. He pointed out how, following repeated onslaughts by various censorship agencies, the industry came to the realization that it owed it to the public to thwart "outside" regulation by adhering to moral and ethical standards on its own. Breen recalled how Martin Quigley presented a draft of a "definite document" which was to serve as a guide in the setting up of a Code. He explained how finally interest mounted to the point where a Code was set up how originally pictures were reviewed by the PCA after they were completed, how ultimately the system of pre-production review came into being.

"Not in 10 years has a film been put into production in Hollywood that was not likely to be acceptable" to the PCA, Breen said. He said he has "worked on" 10,000 features and 10,000 shorts that reached the screens and some 50,000 stories that did not. Some 413 stories were approved by PCA last year out of about 3,600 submitted, he said.

Breen reported that of the approximately 10,000 films which have been reviewed by the PCA there were 11 appeals from decisions to refuse a seal of approval. Nine of the 11 were foreign films, he said, adding that in all cases the PCA was sustained by the Motion Picture Association's appeal board.

Smith Lists Nine

(Continued from page 1)

hawk," Technicolor, Dan Dailey and Anne Baxter. June—"Night and the City," Richard Widmark and Gene Tierney; "Love That Brute," Paul Douglas and Jean Peters. July—"The Gunfighter," Gregory Peck; "Where the Sidewalk Ends," Dana Andrews and Gene Tierney. August—"The Black Rose," Tyrone Power and Orson Welles, in Technicolor; "Stella," Ann Sheridan and Victor Mature, and "The Cariboo Trail," Randolph Scott, in Cinecolor.

Ad Code Changes

(Continued from page 1)

month by the MPAA Advertising Advisory Council calling for advertising code amendments to prevent capitalizing on notoriety in advertising of films in release or about to be released. Another proposal would prevent release of new pictures or reissues within a time period calculated to make capital of notoriety involving anyone connected with such pictures.

MPAA president Eric A. Johnston. who is expected to preside at a meeting here today of the Motion Picture Export Association, attended yesterday's session. Also present were: Barney Balaban, Jack Cohn, Ned E. Depinet, Sam Schneider, Nicholas M. Schenck, Spyros P. Skouras, Joseph Hazen, Austin Keough, John J. O'Connor, Edward Morey, A. Schneider, William Clark, Albert Warner, W. J. Michel, Theodore Black, Joyce O'Hara, Francis Harmon and Sidney Schreiber.

MPIC and Compo

(Continued from page 1)

a discussion of plans for the MPIC's "most thorough-going participation" in the forthcoming COMPO meeting at Chicago's Drake Hotel, May 8.

Executive secretary Art Arthur, accompanied by either Roy Brewer or Y. Frank Freeman, will attend the COMPO conclave as MPIC representatives.

The MPIC membership also voted to send a representative, when invited, to exhibitor conventions, in all cases where circumstances and budget permit, beginning with the Arkansas Independent Theatre Owners meeting at Little Rock on May 2-4, and ITO of Iowa-Nebraska at Omaha, on May 16-17.

Prices Cut to Enliven 6:30 'Dead' Period

Philadelphia, April 20.—An "early bird" evening price was instituted at Paramount's Nixon Theatre here last night by Harry Botwick, Paramount theatre head in this area. The Nixon's price was reduced to 47 cents from a 55- 65-cent regular evening admission during the hour between 6:30 and 7:30 P.M. The action was also seen as an attempt to get TV owners into the theatre before major telecasts start.

More Bidding

(Continued from page 1)

are slated for regional sales meetings which UA has scheduled for Hollywood, Chicago and Dallas, it was said. A meeting of Eastern branch managers was held here last weekend.

Paul N. Lazarus, Jr., executive assistant to UA president Gradwell L. Sears, will leave here for the Coast on Monday to conduct the conference of Western managers on the following day. He will be in Chicago on May 1 for a session with Midwestern managers. Fred Jack, Western and Southern general sales manager, will hold a meeting of Southern managers in Dallas on April 29.

Despite the reforms made in clearances and other trade practices in recent years, approximately 100 private anti-trust suits are pending against major companies, many of them instituted since the trade changes were adopted. About 20 cases were disposed of last year and close to that number of new actions were filed, according to legal sources here.

U-I's 'Big Push'

(Continued from page 1)

will leave Hollywood for New York over the weekend.

Other features slated for release during the period are "Louisa," with Ronald Reagan and Charles Coburn; "The Sleeping City," Richard Conte and Coleen Gray; "Peggy," in Technicolor, Diana Lynn and Charles Coburn; "Abbott and Costello in the Foreign Legion"; "Sierra," Technicolor Western with Audie Murphy and Wanda Hendrix, and "Curtain Call at Cactus Creek," in Technicolor, with Donald O'Connor and Gale Storm.

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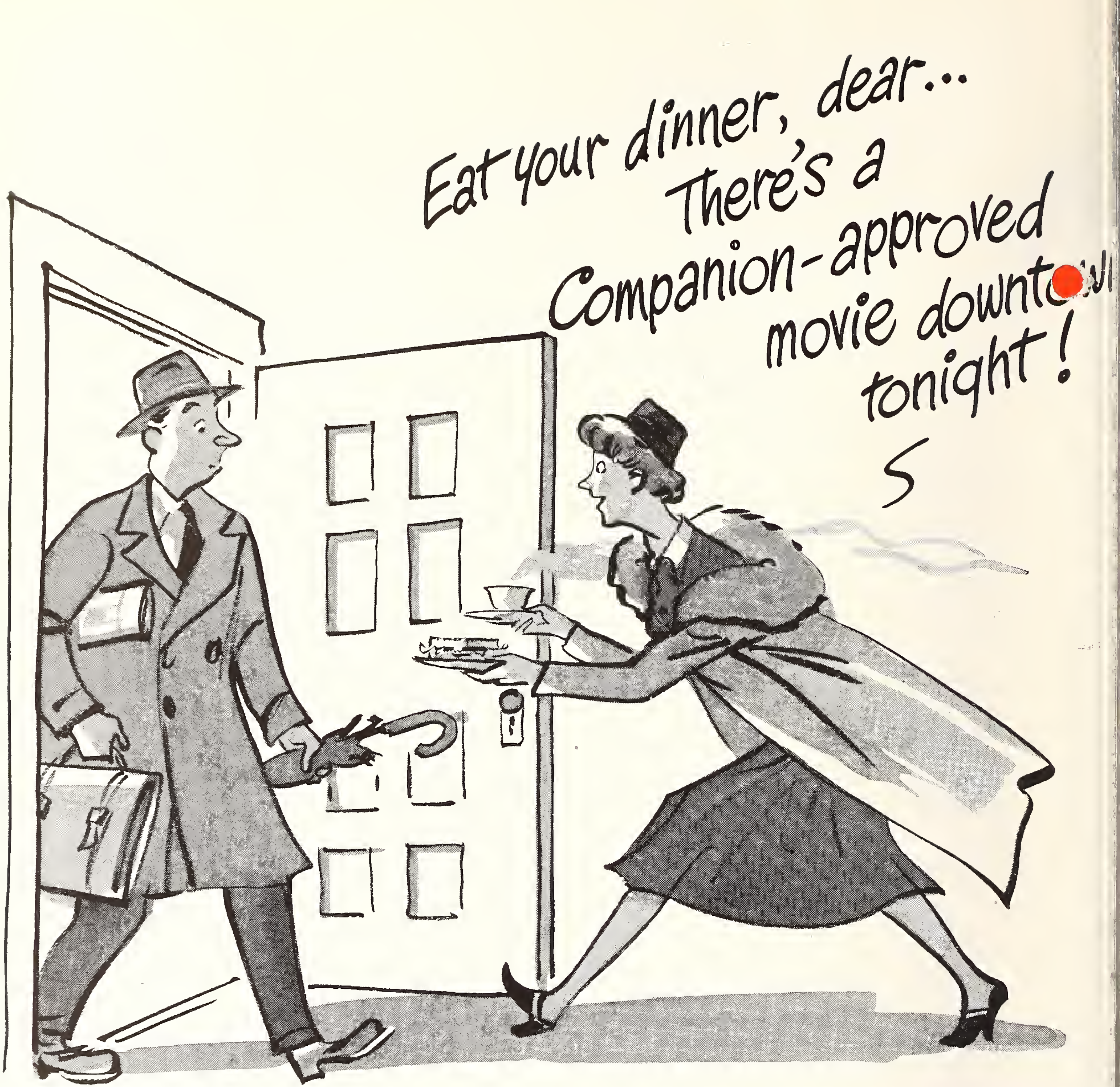
"Abundance of Excitement . . . Life-like Proportions."


Eat your dinner, dear...
There's a
Companion-approved
movie downtown
tonight!

Many husbands have found out many times that it's always a case of eat-and-run when the latest COMPANION-approved movie goes up on the marquee! Sure, that's the reason why the movie-makers invest more money in the COMPANION than in any other monthly magazine*.

*Except of course the fan magazines!

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OL. 67. NO. 78 NEW YORK, U.S.A., MONDAY, APRIL 24, 1950 TEN CENTS

Arbitration Talks Seen in About 8 Weeks

peculate Over Film erson as Arbitrator

Exhibitor-distributor conferences oking to the establishment of an dustrywide system of arbitration ll be held in about eight weeks at e earliest, according to present lculations.

That such conferences are in the ng is regarded as virtually certain view of correspondence that has ssed between Theatre Owners of nerica president Samuel Pinanski l presidents of the distribution npanies.

A TOA spokesman said here hat he believed Pinanski, who as been receiving in Boston eplies to letters he sent to istributor company heads urging that the latter call the conerences, will withhold comment on the correspondence

(*Continued on page 6*)

taly Adopts howmanship

showmanship program for the ire Italian film industry will be nched during the next few weeks at national exhibitors' conference, it s disclosed in Rome late last week owing a meeting addressed by arles Einfeld, advertising-publicity e-president of 20th-Fox, who is cur-

(*Continued on page 3*)

old Allied Rental alks Here This Week

Members of Allied's flat rentals nmittee are due to arrive in New rk preparatory to conferring this ek with distributor executives on possibilities for increasing the nber of independent exhibitors h whom the companies sell film on rental. Too many independent ibitors, the committee contends, nnot afford to operate on percentage.

SAG Takes the Offensive; Warns Against TVA Pacts

Screen Actors Guild has taken the offensive in its "war" with Television Authority for jurisdictional control of talent in films for television.

On Saturday the Guild served "legal notice" on all motion picture producers and television networks and stations that SAG is "the exclusive collective bargaining agent for actors in motion pictures, however exhibited," and that "neither the so-called Television Authority nor any union other than the Guild is authorized to bargain for motion picture actors."

Further strategy is due to be planned by SAG's board at a meeting in Hollywood today. SAG and its ally in the dispute, Screen Extras

(*Continued on page 3*)

All 20th-Fox Board Up for Reelection

Reelection of all 11 directors and consideration of a number of minority stockholder resolutions will be the principal business to be conducted at the annual meeting of 20th Century-Fox stockholders, scheduled for May 16 at the home office here.

Meeting notice, issued at the weekend, lists the following officers' compensation for the last fiscal year: Spyros P. Skouras, president, $252,315; Darryl F. Zanuck, production

(*Continued on page 3*)

RKO Paris Meeting Set for May 3-6

The 1950 RKO Radio Continental European convention will be held in Paris May 3-6, the company has announced here. Phil Reisman, foreign vice-president, will attend, and among guests will be Samuel Goldwyn, Roy Disney and Sol Lesser.

Attending from the field will be Rene Beja, Fernand Bourland, Aage Bremerholm, Joaquin Gallego, Marcel Gentel, Greg Georgoussy, Herbert Horn, Louis Lioni, Vittorio Mattea, Armand Palivoda, Oivind Rickheimm, Gunnar Selen and Carl Wallman.

SMPTE Meet Opens Today in Chicago

CHICAGO, April 23.—Virtually every aspect of motion picture and television engineering will be reported on in papers on the latest developments in equipment and technique to be presented to the 67th semi-annual convention of the Society of Motion Picture and

(*Continued on page 6*)

President Assured by Skouras of Films' Continued Anti-Red Effect

President Truman's call for a "campaign of truth" to combat Communism was answered at the weekend by 20th Century-Fox president Spyros P. Skouras, who, in a wire to Truman, pledged "continued and accelerated cooperation." Skouras' message follows:

"Many Americans will applaud, as I do, your speech to the Society of Newspaper Editors proclaiming 'A great campaign of truth' by the Western nations to combat Communists' 'deceit, distortion and lies'. Since you summoned private as well as United States government forces to meet this challenge in the battle for men's minds, please permit me, as a member of the motion picture industry, to remind you of the consistent worldwide effect of motion pictures over a long period of time and to assure you of the continued and accelerated cooperation of 20th Century-Fox and all of its resources throughout the world, in the program you have directed Secretary Acheson to carry out."

Action Looms On 'Certain' Tax Reduction

Capital Expects Cut to Come Today or Tomorrow

By J. A. OTTEN

WASHINGTON, April 23. — The House Ways and Means Committee will probably vote tomorrow or Tuesday to give tax relief to the motion picture industry.

The Committee whipped through a long list of manufacturers and retail excise levies in voting Thursday and Friday, and expects to complete work on the other excises by tomorrow night.

It is almost certain that the admission tax will be at least cut in half, and there is a chance that there may be a greater reduction, elimination of the tax on lower-priced tickets, or even complete repeal.

The Committee on Friday reversed

(*Continued on page 6*)

20th, WB Get Extensions

Representing a deadline extension of 20 days, Warner has been given to May 11 to break up its partnership in Atlantic Theatres, New Jersey circuit of 15 houses, under terms of an order signed by the U. S. Statutory Court here on Friday. The only additional Warner divided ownership, the Mac-

(*Continued on page 6*)

31 Publicists For Bond Drive

Thirty-one publicists and advertising men in key cities have been named regional advertising and publicity chairmen for the industry's participation in the Independence Savings Bond Drive, May 15-July 4, it was announced at the weekend by Columbia advertising-publicity director Arthur A. Schmidt, national advertising-publicity chairman for the drive.

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

THE HIT TO PLAY IN THE MONTH OF MAY IS . . .

PARAMOUNT PICTURES

NO MAN OF HER OWN

starring BARBARA STANWYCK • JOHN LUND

IN TOWN!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

SAMUEL GOLDWYN and MRS. GOLDWYN, SOL LESSER, producer, and MRS. LESSER, JOSEPH MCCONVILLE, Columbia International president, and MRS. MCCONVILLE, J. A. DE SEVE, France Films executive, RICHARD TODD, British actor, and MRS. TODD are among passengers who sailed Saturday from here for Europe on the *S.S. Queen Mary*. A. SCHNEIDER, Columbia treasurer who originally planned to leave late this week, also sailed Saturday.

•

OSCAR NEU, president of Neumade Products, is in Chicago from New York to attend the SMPTE convention. He will also attend the spring board meeting of TESMA there tomorrow and will proceed to New Orleans for the Variety convention.

•

ISABELLE AUSTIN, Roxy Theatre publicity director, will return to her office today from a vacation at Miami Beach.

•

JOSEPH H. SEIDELMAN, Universal vice-president, was due here over the weekend by plane from London.

•

LOU ASTOR, Columbia executive, will leave here today for Denver.

•

BENJAMIN THAU, M-G-M vice-president, is here from the Coast.

McWilliams Named To AMPA Presidency

The nominating committee of the Associated Motion Picture Advertisers has selected Harry McWilliams of Columbia to succeed Max E. Youngstein as AMPA president. Nomination by the committee is tantamount to election. Youngstein has been president during the past two years and McWilliams has been vice-president.

AMPA's annual luncheon-meeting for election of officers, directors and trustees will be held on Thursday at Trader Tom's Restaurant here. Also on the slate with McWilliams are Blanche Livingston for vice-president, Lige Brien, treasurer, and Marjorie Harker, secretary.

Le Baron Plans Remake

HOLLYWOOD, April 23.—A remake of Victor Herbert's "Babes in Toyland," first produced in 1934 by Hal Roach for M-G-M release, has been set by William Le Baron, independent producer. Production will be under the aegis of Wellington Productions, a new company of which Le Baron is president and Nell Gurney is vice-president.

Another Film for UA

United Artists has acquired distribution rights to Sam Spiegel's forthcoming production, "Cost of Living," which will co-star Van Heflin and Evelyn Keyes, it was announced by Gradwell L. Sears, UA president. It is now in production in Hollywood, under the direction of Joseph Losey.

Tradewise . . .

By SHERWIN KANE

THE industry for long has been justifiably proud of the contributions it has made, and continues to make, to patriotic and humanitarian causes.

Occasionally, even in time of war, there have been organizations and individuals among us who declined to contribute their efforts to the assistance of meritorious causes in whose service the industry had volunteered.

Wearied, perhaps, by appeal after appeal and drive following upon drive, some among us skipped one now and then, while others, more self-centered, resolved to ignore them all.

Yet the work of those who defaulted never was left undone. Tasks which were spurned by some, simply were shouldered by others with broader backs, and bigger hearts.

It is indeed well for all of us that the willing and the compassionate in this industry, as in most other walks of life, have far outnumbered the unwilling and the indifferent among us.

•

Out of the industry's good works there has developed a record of generosity and self-sacrifice perhaps unmatched by any other business. We are known, even to those who are not our friends, as "The Industry with a Heart."

Even those who attack us pause to refer to our good works in times of peace as in times of war. Well aware are they how many lonely or wounded service men have been comforted and entertained by our product and our people; how many bankers and other financial men know how many government bonds we have sold and helped to sell; how many civic leaders and substantial citizens everywhere know how much we have raised and helped to raise for the Red Cross; how many public-spirited men and women know how much and with what willingness we have helped community chests and funds, the Infantile Paralysis Foundation, the American Cancer Society, The National Conference of Christians and Jews, the Boy Scouts of America, Girl Scouts, hospitals, research work in heart disease prevention and treatment, the unceasing humanitarian work of our Variety Clubs International throughout the country.

All those and more have been served by our best men month after month, year after year. They have given nights, weekends, vacation periods, when needed, to the work involved. Many of them traveled long distances to attend planned meetings and to perform their duties, frequently incurring considerable personal expense.

•

The friends they have made for us are in every village and hamlet of America, and where they are there is a warm feeling for their nearby theatre, which to them is the industry.

They do not feel the same about the local butcher, haberdasher, automobile agency, tobacconist, or what you will. Yet those others and their industries contribute to charity, too. Sure, they do. Most of them have a fund—a single appropriation—out of which they give to many causes. It is a nice, convenient, effortless (we almost said heartless) way of taking care of a bothersome duty. It doesn't make many friends, but it doesn't make many demands upon you, either. And it eases your conscience.

•

All of which brings us to the industry's May campaign on behalf of the United Cerebral Palsy Associations. Never before has anyone undertaken to obtain public aid for treatment and facilities for the 546,000 Americans, most of them children, affected through accident at birth by a condition that robs them of normal speech and action. There are existing facilities for treatment of only 2,500 at most.

Surely, the need is there, and we are the first to offer to be of help.

Is it too much to ask of us?

Is it too much to ask an exhibitor to run the two and one-half minute trailer, made by Paramount and featuring Alan Ladd and William Demarest, which will come with the May 7 issues of the five newsreels?

Is it too much to ask of him to keep the campaign appeal accessories and contribution receptacles in prominent, convenient locations on his premises?

That is the minimum asked. The willing can do as much more, of course, as they wish. Is it too much to do to help a half million handicapped young Americans to become normal, useful citizens? To give a palsied child its first hope of playing and living as other children do?

It is not your trade organization, it is you, who should decide.

Let your showman's heart answer for you.

Newsreel Parade

BUDENZ testifying at the Senate probe and President Truman starting the baseball season mark current newsreel highlights. Other items include the new jet airliner, and sports. Complete content[illegible]low:

MOVIETONE NEWS[illegible]—Budenz testifies at Senate Red pr[illegible] liner flies from Canada to U. S. in one hour. New Greek Cabinet. New Year is marked by the Hindus. Sports: baseball, Golden Gloves.

NEWS OF THE DAY, No. 267—United States protests Baltic plane tragedy. President Truman asks fight on "Red lies." Japanese hold baby contest. Jet liner in record flight. President Truman opens baseball season.

PARAMOUNT NEWS, No. 70—Jet liner flies from Toronto to N. Y. in one hour. Hindus bathe in holy river. Report from Moscow on China pact. Budenz testifies at Senate hearings. Sports: baseball season opens.

TELENEWS DIGEST, No. 16-B—Czechoslovakia: American deserter, George Wheeler. Germany: Chancellor Adenauer in Berlin. United States sailors in Korea. Search for lost U. S. fliers. Toscanini on tour. Anzio commemorated. Jet airliner. President Truman says "play ball." News stories of the past

UNIVERSAL NEWS, No. 345—World-wide news: Fire in Japan. President Truman talks to American editors. Jet airliner flies from Toronto to N. Y. Man-made avalanche. Sports: Golden Gloves, roller skating.

WARNER PATHE NEWS, No. 72—Chancellor Adenauer visits Berlin. Signing of Russian Chinese treaty in Moscow. Search for lost American fliers. Canadian jet airliner. Budenz testimony in Washington. Monkeys on the loose.

Pearson Pitch in Trailers, Trade Ads

Drew Pearson, syndicate columnist and radio commentator, will introduce the trailer for "The Lawless," Paramount picture about a fearless newspaper editor.

Pictures of Pearson and quotes from his trailer copy endorsing the William Pine and William Thomas film, will be used in the advertising-publicity campaigns, according to Max E. Youngstein, director of advertising-publicity.

Special consumer and trade ads, also featuring Pearson and his quotes, are now being prepared.

Legion Reviews 8; All Are Rated 'A'

Eight additional films have been reviewed by the National Legion of Decency, with all receiving "A" ratings. Class A-I are: Republic's "Code of the Silver Sage," Universal-International's "Curtain Call at Cactus Creek," Eagle-Lion's "Golden Salamander," Warner's "Return of the Frontiersman," and 20th Century-Fox's "Ticket to Tomahawk."

In Class A-II: 20th Century-Fox's "The Big Lift," Warner's "Caged," and Columbia's "Faust and the Devil."

W. C. Wilson, Jr., 29

MINNEAPOLIS, April 23.—Wilford C. Wilson, Jr., 29, operator of the Hays Theatre, St. Cloud, and the only son of Wilford Wilson, an executive of Minnesota Amusement Co., was killed last week in an automobile accident. The widow and three children also survive.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

American Theatres Has New Stimulant

Boston, April 23.—American Theatres, New England circuit, will inaugurate a special junior evening price for boys and girls between the ages of 12-16 who heretofore had to pay the full adult admission price. [illegible]s will be done in suburban houses. It will take effect tomorrow and will run from Monday through Thursday evenings.

Previewers Honor IPA's Mrs. Dawson

Three hundred officers and members epresenting 11 national women's oranizations paid tribute to Marjorie . Dawson, associate director of comunity relations for the Motion Picre Association of America at a incheon Friday at the Shelburne Iotel here.

The luncheon was under the sponorship of the film preview committees f the organizations whose recorded pinions of the movies receive nationide distribution through "Joint Estiiates of Current Motion Pictures."

Industry executives, including Eric ohnston, MPAA president, and Joeph I. Breen, Production Code adinistrator, joined in honoring Mrs. Dawson for her fine record of service oth as coordinator of "Joint Estiiates" and as director of the National hildren's Film Library.

Other industry representatives who ttended included Henderson Richey f Loew's; Leon Bamberger of RKO; am Shain of 20th Century-Fox; Iarry Goldberg of Warner Bros.; rancis S. Harmon of MPAA and creen star Richard Todd.

500 - Theatre Debut Set for 'Winchester'

Universal-International's "Winchester 73" will be launched with "the reatest national day-and-date booking n the company's history," it was reealed over the weekend by N. J. Blumberg, president, who disclosed nat plans have been formulated for ne simultaneous opening of the film n July 12 in at least 500 theatres.

The openings will be backed by an ntensive advertising and promotional ampaign, using all media, it was said.

Air Force Books 'Big Lift' for Training

For the first time in its history, acording to 20th Century-Fox, the Army Air Force has designated a ommercially-made motion picture as n integral part of its training proram. The film is 20th Century-ox's "The Big Lift," which depicts ne operation of the Berlin airlift in ll phases.

First training-use of the picture will e made at Lackland Field, San Antonio.

Johnston Entertaining

WASHINGTON, April 23.—Eric ohnston, Motion Picture Association f America president, will give a diner here tomorrow night for Ramon Cereijo, Argentine finance minister, ow in this country, and a luncheon n Tuesday for J. Arthur Rank.

Reviews

"The Golden Gloves Story"

(Eagle-Lion)

A YOUNG romantic triangle is projected against the background of the Golden Gloves tournament in this Carl Krueger production. When not developing its romantic aspect, the picture is busy offering a comprehensive and exciting account of the famous amateur tournament. Some promising exploitation angles are attached to the picture in the light of the popularity of the tournaments. The film also offers some interesting shots of Chicago where it was made.

The story, which develops along conventional lines, presents James Dunn as a boxing fan and veteran referee in the Golden Gloves. His attractive daughter, Kay Westfall is in love with Kevin O'Morrison, but one day she meets Dewey Martin who is entered in a Gloves tournament, and a triangle soon develops. O'Morrison and Martin offer a study in contrasts, the former being modest, friendly and considerate while the latter is arrogant and aggressive. In time the two find themselves paired off in the ring with Dunn as the referee. Friction is not helped any when Dunn stops the fight because of a cut over Martin's eye. There are disagreeable situations for all concerned, but a year rolls around and the two once again find themselves face to face in the ring. This time O'Morrison wins fistically but Martin wins romantically in the happy ending.

A presentation of Central National Pictures, it was directed by Felix Feist, from a screenplay by himself and Joe Ansen.

Running time, 76 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

"Military Academy"

(Columbia)

A GROUP of youths of the "Dead-End" variety are sent to a military academy for rehabilitation, in this production, and, as expected, their way of life up to that time conflicts with the discipline imposed upon the cadets. Thus evolves the substance of this film, which was produced by Wallace MacDonald and directed by D. Ross Lederman.

Made with the cooperation of the Brown Military Academy at San Diego, Cal., and featuring "The Tenth Avenue Gang," which includes Stanley Clements, Myron Welton, Gene Collins and Leon Tyler, the picture has its interesting moments of school-boy comedy and adventure. As a sub-plot it also has the story of an instructor, played by James Millican, who has risen above his environment which was the same as that of the boys. After much trouble he convinces the gang members that their ways of gambling, cheating and fighting will lead only to a life of hardship. His leadership proves to be an inspiration and the boys eventually become model cadets. The story and screenplay was written by Howard J. Green, who omitted all romantic interest.

Running time, 64 minutes. General audience classification. April release.

SAG on Offensive

(*Continued from page* 1)

Guild, were outvoted last Wednesday at a meeting here of the international board of the Associated Actors and Artistes of America which gave Television Authority complete jurisdiction in the organization of talent in the entire video field—television films included. The SAG board may vote today to have the Guild withdraw from the Four-A's, it has been indicated.

SAG holds basic contracts with several hundred producers, who compose the "overwhelming majority" of employers actively engaged in the making of films for theatrical, commercial, industrial, and television exhibition, the Guild stated.

20th-Fox Meeting

(*Continued from page* 1)

vice-president, $265,000; Murray Silverstone, president of 20th-Fox International, $138,028; W. C. Michel, executive vice-president, $118,745; Donald A. Henderson, secretary-treasurer, $71,295, and W. J. Eadie, comptroller, $61,878.

Minority stockholder James Fuller has informed the management that he will introduce at the meeting resolutions to (1) put a ceiling of $10,000 a year on retirement compensation, and (2) recommend that the board consider reducing salaries of officers, executives and directors who receive more than $25,000 annually. The management has declared itself in opposition to both resolutions.

Robb & Rowley to Give Hard-to-Sell Films 6-Week Showmanship Treatment

The Robb and Rowley circuit of some 125 theatres in the Texas-Oklahoma territory has completed plans for providing specialized handling for hard-to-sell pictures, Ed Rowley, president, said in New York on Friday.

Under the plan a team of the circuit's officials will select a picture of the type that will not readily "go over" but has sufficient possibilities to yield good grosses if special sales efforts are put behind it. Such a picture will be billed as "The Robb and Rowley Road Show" and will be given concentrated promotion attention for a six weeks' period throughout the circuit.

The procedure will be repeated with successive pictures at six-week intervals.

"The Robb and Rowley Road Show" idea will be the feature of a broad program of revitalized showmanship to be undertaken by the circuit.

NEWS in Brief . . .

FOLLOWING the pattern of the Walt Disney Music Co. in the U. S., Disney has incorporated a similar organization in England, with Disney and Chappell, Ltd., music publishers, each owning 50 per cent. Directors for Disney are Tom Swan and Cyril James. Representing Chappell will be Louis Dreyfus and Matthew Edwin Ricketts.

•

Washington, April 23.—The Senate on Friday passed a bill giving the District of Columbia commissioners power to put daylight saving into effect in the District each year. The House is slated to act shortly on a bill authorizing daylight saving just this year.

•

WASHINGTON, April 23.—The Federal Communications Commission has approved the request of Zenith Radio Corp. to build a new transmitter and change the location of its experimental station from the outskirts of Chicago to a downtown location so as to get better coverage for its phonevision tests to Chicago homes in September.

•

Fred Grelle, with Warner Brothers for the past 19 years, has resigned from the home office transportation department to go into business outside the industry, for himself.

•

WASHINGTON, April 23.—Previous engagements of Louis B. Mayer will prevent him from coming here Tuesday to debate with Senator Ed Johnson at a National Press Club luncheon on the subject of the Senate Commerce Committee's proposed investigation of Hollywood's morals. The luncheon has been postponed in the hope that Mayer can make it at some later date.

Foreign Chiefs Assay Argentine Situation

Motion Picture Association of America president Eric A. Johnston presided at a meeting here on Friday of the distribution companies' foreign managers, with the principal topic of discussion being restrictions against American films in Argentina and other South American countries.

Prospects for improving the American film companies' position in Argentina were described as "not at all bright." In an endeavor to promote local production the Argentine government has virtually barred entry of U. S. films. It is understood that the MPAA is looking to the State Department to secure an improved situation in Argentina.

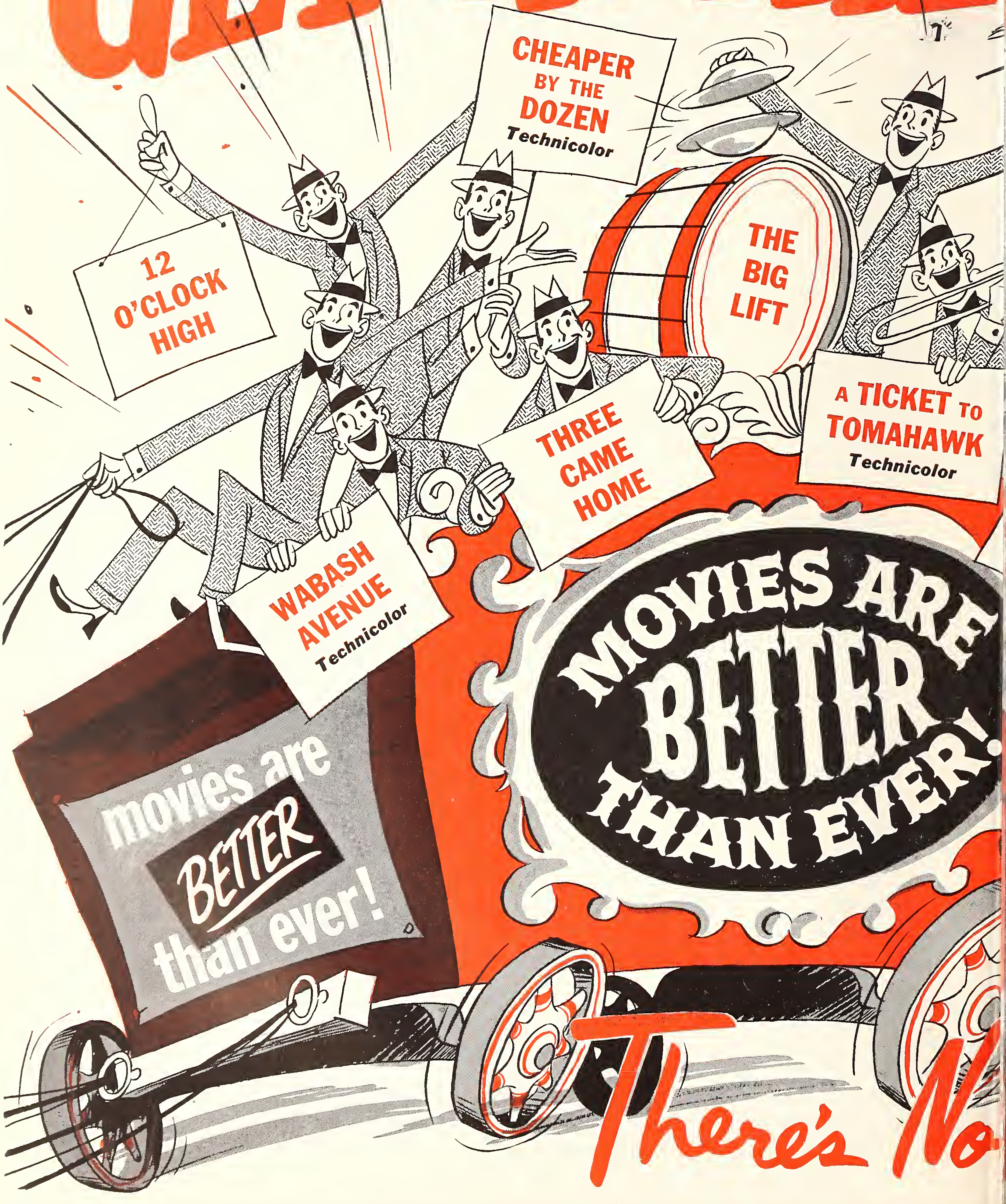
Italy 'Showmanship'

(*Continued from page* 1)

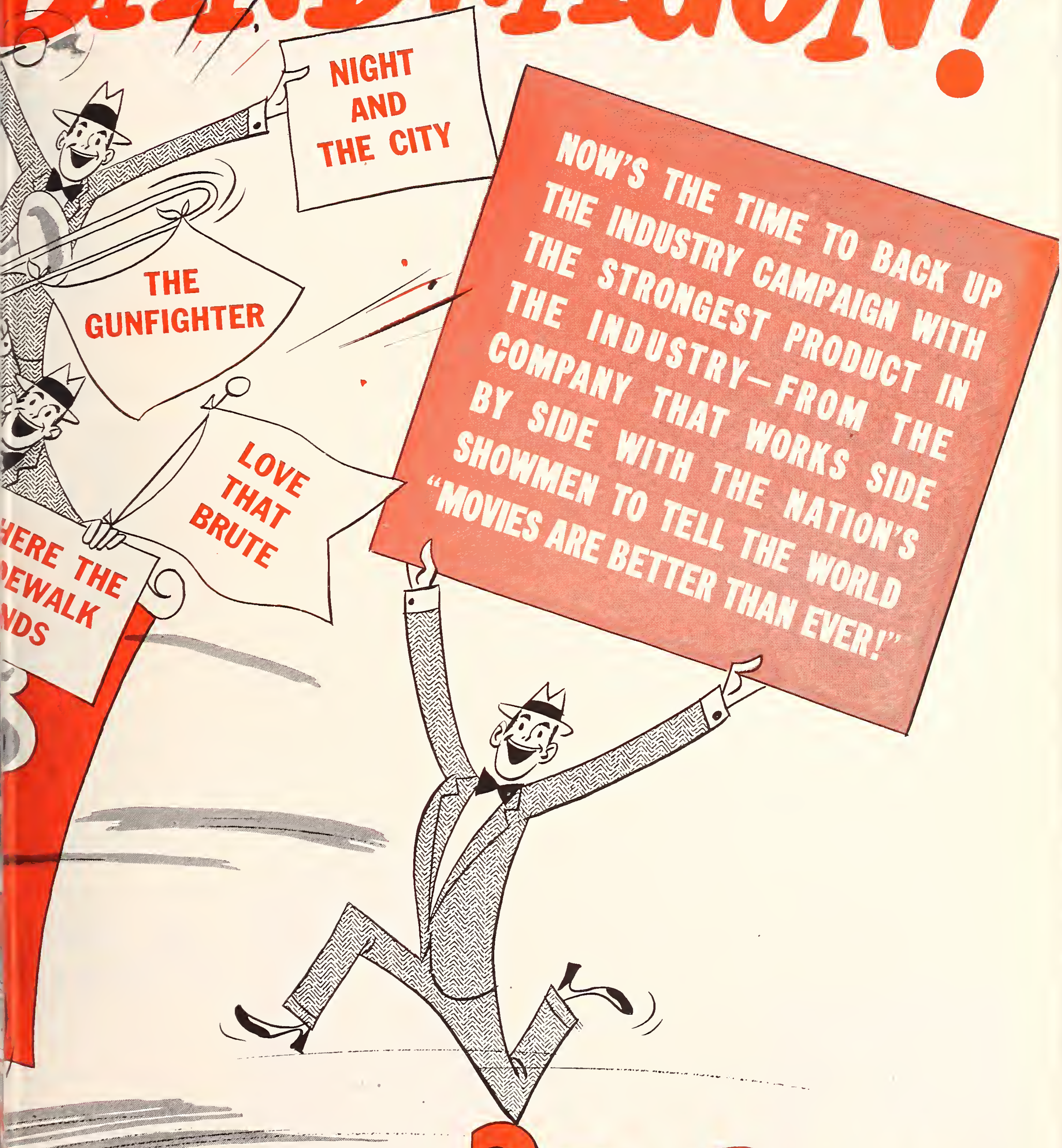
rently surveying showmanship practices in Italy and elsewhere in Europe.

Reporting this at the weekend, the 20th-Fox home office said Einfeld met with M. Gemini and M. Cilenti, president and secretary, respectively, of the leading exhibitors' organization; M. Penotti, head of the national distributors' group, as well as members of American distribution companies, to outline the showmanship campaign launched by 20th-Fox in America last month.

GET ON THE


CHEAPER BY THE DOZEN Technicolor
12 O'CLOCK HIGH
THE BIG LIFT
A TICKET TO TOMAHAWK Technicolor
THREE CAME HOME
WABASH AVENUE Technicolor
MOVIES ARE BETTER THAN EVER!
movies are BETTER than ever!
There's No

BANDWAGON!



NIGHT AND THE CITY
THE GUNFIGHTER
LOVE THAT BRUTE
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Business Like **20th CENTURY-FOX** *Business!*

Found: Contentment And Late Clearance

Minneapolis, April 23.—Minnesota Entertainment Enterprises will continue a policy of showing pictures in a clearance slot well behind the majority of runs in Twin Cities theatres this year, it was reported by Bill Sears, general manager. He said the policy worked out satisfactorily last year.

It was pointed out by a distributor spokesman that the four MEE stands are drive-ins owned by exhibitors operating year-around theatres "and they would naturally protect their regular theatres against too much competition" by the outdoor stands.

TV Installation for 2nd Fabian Theatre

An order for RCA instantaneous theatre television equipment has been placed for the Fabian Palace Theatre, Albany, N. Y., according to S. H. Fabian, president of the circuit. The installation will be the same new RCA model to be installed in the Fabian Fox Theatre, Brooklyn.

Fabian said: "It envisions the possibility eventually of nation-wide systems of theatre television which will bring outstanding events and special entertainment programs to thousands of theatres simultaneously across the country. We have the possibilities in theatre television of creating television programs so outstanding that nothing in the homes can match them. If we do not achieve the potentials offered in this new medium, we will have only ourselves to blame," he concluded.

20th, WB Extensions

(*Continued from page* 1)

Arthur Theatre, Washington, which is to be dissolved by the company in accordance with agreements made with the government in the industry anti-trust suit, is already set to be disposed of by May 6 in a deal with the co-owners. Warner is relinquishing its interests in the house.

Meanwhile, the government has agreed to an extension of 60 days, from the deadline of April 20, for 20th Century-Fox to split with its partners in the operation of the Theatre Holding and West Coast Wilmington companies, Los Angeles (four houses), and the Muscatine Theatre, Muscatine, Iowa.

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Reviews

"Mystery at the Burlesque"

(Daniel M. Angel Productions - Monogram) *Hollywood, April 23*

VAUDEVILLE and melodrama in a pleasant mixture cause this British-made picture, with its all-British cast of names unfamiliar to American audiences, to overcome its marquee handicap by its high entertainment quotient. The burlesque theatre in which the action takes place, with the actual members of the burlesque troupe putting on their performance in the course of the story, is London's Windmill Theatre and the word "burlesque" applies in the decorous British sense—no "bumps," no "grinds," no blue gags or blackouts. Five production numbers are performed on stage and are executed ably.

A dead body is found in the front row of the theatre after an audience has left. Police are summoned, and they send the troupe through their numbers as one means of determining which of the players or stage employes were in a position to fire the shot which killed the man at the time and from the angle it is known to have been fired. No great suspense is generated, and the solution of the case contains no surprise, but the incidental entertainment stands on its own.

Produced by Daniel M. Angel and directed by Val Guest, from his own screenplay, the cast includes Garry Marsh, Jon Pertwee, Jack Livesey, Elliot Makehem, Jimmy Edwards, Diana Decker, Donald Clive and the Windmill Theatre company and staff.

Running time, 58 minutes. General audience classification. Release date, April 16.

"Captive Girl"

(Columbia)

PRODUCED by Sam Katzman and directed by William Berke, this is another in the "Jungle Jim" series from Columbia. Based on the newspaper cartoon feature, "Jungle Jim," Carroll Young's screenplay sends hero Johnny Weissmuller in search of a beautiful young girl who was orphaned as a child by the murdering of her parents at the hands of a savage witch doctor. She is eventually found and the savage and his men are killed. Meanwhile, Buster Crabbe enters the scene as the villain in search of lost treasures and provids additional obstacles for Weissmuller.

Except for some good animal shots, which have little to do with the development of the story, and some underwater photography, the picture emerges as a routine adventure film. It was photographed in sepia. Completing the cast are Anita Lhoest, Rick Vallin, John Dehner, Rusty Wescoatt and Nelson Leigh.

Running time, 73 minutes. General audience classification. April release.

Arbitration

(*Continued from page* 1)

until after he reports to the forthcoming meeting, in May, of the TOA executive committee.

Hence, formal approval of arbitration conferences by TOA leaders will have to wait until the committee meets. Thereafter arrangements will be made with the distributors for a date to begin the conferences. The TOA executive committee meeting has been tentatively set for May 15-16 in New York.

Meanwhile, speculation is running high among the more influential representatives of exhibition and distribution as to whether it would be possible to include in any future system of arbitration the requirement that arbitrators be individuals with industry backgrounds. At present S. H. Fabian, head of Fabian Theatres, is serving as arbitrator of a case in Bridgeport, the first voluntary arbitration to be engaged in this year between exhibitor and distributors.

"How many men of Fabian's ability and background would be available for the arbitrator's post?" one spokesman for theatre interests asked when queried as to whether he thought an industrywide arbitration system could provide for top arbitrators from within the industry.

A distribution chief who saw merit in the appointment of arbitrators from within the industry added that he believed it might not be possible to find them available always. He wondered whether "someone from the courts who is familiar with the industry" might not serve as an arbitrator.

SMPTE Meet

(*Continued from page* 1)

Television Engineers, opening tomorrow at the Hotel Drake here, and continuing through Friday.

Film projection, theatre sound, color film processing, high-speed photography, 16mm. equipment and three sessions on television, with considerable emphasis on color TV, will be the subjects of 10 technical sessions.

Spyros P. Skouras, 20th Century-Fox president, will address a luncheon tomorrow.

Deny Durwood Motion in Suit

KANSAS CITY, April 23.—Durwoo Theatres which, on March 17 filed a anti-trust action against 20th-Fo Loew's, Columbia, Univ[illegible] Warne and RKO Radio, has been denied motion for a preliminary injunctio by U. S. District Court.

Plaintiff's complaint charged tha the defendants had entered into a con spiracy to restrain trade and com merce in the distribution and exhibi tion of motion pictures in the cities o St. Joseph, Mo., and Leavenwort Kans.

Holding that competitive biddin was outlawed by the Supreme Court' decision in the industry anti-trust sui plaintiff complained that defendant pursuit of bidding practice in thos cities had deprived Durwood Theatre of first-run films, to which the circui maintains its theatres are entitled.

The complaint asked for injunctiv relief, unspecified damages, attorney fees and costs.

Tax Action

(*Continued from page* 1)

slightly an earlier action cutting ex cises in the photographic field. It te tatively voted to cut from 25 per ce to 10 per cent the manufacturers' e cise on cameras and other phot graphic apparatus and from 15 p cent to 10 per cent the tax on fil raw stock and other sensitized fil and plates. Earlier in the week, had tentatively voted to cut the 25 p cent tax to 12½ per cent and the 1 per cent tax to 7½ per cent. All d cisions are still tentative and there a good chance that efforts may made later to get a further reducti in the photographic taxes and possib complete elimination of the raw sto levy.

In voting so far, the Committee h been doing very well in holding do the revenue loss in the bill, improvi the chances that the measure will n be vetoed or that, if the measu meets a Presidential veto, it will overridden.

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MAGNIFICENT!

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FIRST IN FILM NEWS

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Accurate Concise and Impartial

L. 67. NO. 79 NEW YORK, U. S. A., TUESDAY, APRIL 25, 1950 TEN CENTS

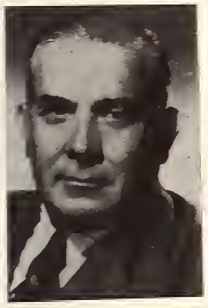
V Test in 20 oast Houses arly in '51

ouras Outlines 20th's an; A. T. & T. Tied in

HICAGO, April 24.—Twentieth ntury-Fox proposes a test of ge-screen television in 20 West ist theatres at the beginning of t year and now negoting with erican Telephone and egraph for required nnels, Spy- P. Skouras, 's president, the meet- of the So- y of Motion cture and evision En- eers at the ake Hotel e today.

le said the first step will be a

(Continued on page 3)



Spyros P. Skouras

)th-Fox's 'Dynamo' ids Showmanship

special issue of *Dynamo*, 20th ntury-Fox's distribution division lication, out yesterday, is a follow- to the company's claim, made at recent "Showmanship Meeting,"

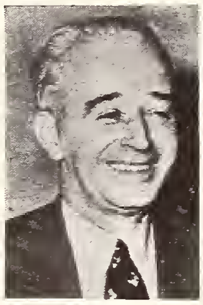
(Continued on page 3)

File Order on RKO Divorce Extension

The order extending the RKO divorcement deadline from May 8 to Dec. 31, 1950, was presented to the U. S. Statutory Court here yesterday. Except for the time extension, the terms of the company's consent decree remain unchanged, still calling for the company to license its films to its own theatres on a competitive, rather than preferred basis.

M-G-M Confident; Sets 10 For Release in 7 Weeks

Confident of sound business conditions ahead and a willing market for good product, Loew's will tradeshow and release 10 top attractions in the seven-week period from May 4 to June 24, William F. Rodgers, vice - president in charge of distribution, announced here yesterday.



William F. Rodgers

Rodgers told a luncheon meeting of trade press publishers and editors that M-G-M is launching a "Say It With Pictures" program in the firm belief that there is nothing fundamentally

(Continued on page 6)

Percentage Is Showmanship 'Killer': Cole

Describing percentage picture selling as "a killer of showmanship," Col. H. A. Cole of Texas Allied, chairman of national Allied's flat rentals committee, revealed here yesterday that his group will seek this week to persuade the eight major distributors to eliminate "must" percentage selling in favor of flat rentals for approximately 8,000 theatres in the U. S. Some 5,000 of these houses, he said, come within Allied's orbit.

(Continued on page 3)

Current Operations Good, Future Sound Goldenson Reports

An encouraging picture of current industry operations and prospects for a sound future was sketched by Leonard Goldenson, president of United Paramount, in a discussion with 300 members of the New York Society of Security Analysts at Schwartz' Restaurant here yesterday.

He told the representatives of many of New York's leading financial houses that mo-

(Continued on page 6)

Rev. J. T. McNicholas, Legion Founder, Dies

Cincinnati, April 24.—Services will be held here on Thursday for Archbishop John T. McNicholas, O.P., 72, founder of the National Legion of Decency, who died at his home on Saturday after many months of failing health.

Organization of the Legion in 1934

(Continued on page 2)

Sen. Johnson Urges RFC to Grant Loans to Producers

Washington, April 24.—Senator Ed Johnson today called on the Reconstruction Finance Corp. to make loans to independent film producers, providing the films get Production Code approval and do not employ artists who are "notorious violators of good morals."

In a letter to RFC chairman Harley Hise, Johnson noted trade press reports on the current attempt of

(Continued on page 2)

Solon Prods FCC on Films' TV 'Boycott'

Washington, April 24.—Senator Charles W. Tobey (R., N.H.) today sharply criticized motion picture companies for their reported refusal to make films available for Phonevision.

Tobey made his attack in connection with today's argument before the Federal Communications Commission

(Continued on page 2)

Rodgers Asks Compo-backed Arbitration

Hopes Industry System Will Reduce Law Suits

A recommendation that the Council of Motion Picture Organizations, when formed, undertake to develop a new system of industry arbitration as a means of reducing the heavy volume of industry law suits will be made by William F. Rodgers, Loew's vice-president and general sales manager, at the May 8 meeting for the organization of COMPO in Chicago.

Rodgers told a luncheon meeting of trade press publishers and editors at the Hotel Astor here yesterday that the industry will be unable to withstand the burden of litigation much longer and that a substitute for law suits must be found.

He said he is confident that COMPO, if it will, can attain its

(Continued on page 6)

Loew's Will Boost Prices for 'Annie'

The eight Loew's theatres in which "Annie Get You Gun" will open test engagements on May 2 and 3 will increase their admission prices for the picture, William F. Rodgers, Loew's

(Continued on page 6)

M-G-M Will License Pictures in Groups

M-G-M will license pictures in groups after they are trade-shown and, therefore, without granting a cancellation privilege, W. F. Rodgers, general sales manager, said yesterday. The 10 pictures which the company will release between May 4 and June 24 may be licensed in this manner, with each picture negotiated for separately.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

PARAMOUNT PRESENTS
NO MAN OF HER OWN
starring BARBARA STANWYCK • JOHN LUND

"PUTS STANWYCK IN LINE FOR ACADEMY AWARD."
—Film Bulletin

IN TOWN!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

STANTON GRIFFIS, U. S. Ambassador to Argentina and chairman of Paramount's executive committee, arrived here over the weekend from Buenos Aires. He will leave tomorrow for Washington.

•

MURIEL R. SMITH returned to the United Artists home office publicity department yesterday after a three-week hiatus due to an eye infection.

•

IRVING M. SOCHIN, Universal-International special films sales head, will leave here today for a tour of exchanges in the South and Midwest.

•

SAM BRISKIN, Paramount studio executive, has returned to the Coast from New York.

Rank to Confer with US Officials Today

Having arrived in Washington from the Coast, J. Arthur Rank will meet there today with Defense Secretary Louis Johnson and Treasury Secretary John Snyder, and will be honor guest at a luncheon for top government officials to be given today by Motion Picture Association of America president Eric A. Johnston. The British producer will be accompanied at all occasions today by Universal-International executive committee chairman Dan Shaeffer and Rank Organization director Jock Lawrence.

Argentine Finance Minister Ramon Cereijo also will be an honor guest at the luncheon given by Johnston, the dinner which the MPAA head had planned for Cereijo having been postponed.

Rank will leave Washington this afternoon for New York. He will sail for England aboard the *S.S. Queen Elizabeth* after a five-week visit in the U. S.

Solon Prods FCC

(*Continued from page* 1)

on whether the FCC should adopt a blanket policy of denying station licenses to violators of the anti-trust laws or any other federal statute.

In a letter to FCC chairman Wayne Coy, Tobey, ranking Republican on the Senate Interstate Commerce Committee, suggested that the FCC ask the producers whether they would rent their product to Phonevision on the same terms as to theatres. "The Commission should know," he said, "whether another monopolistic conspiracy is being hatched by persons seeking licenses of the public airways."

At today's hearing, however, at which Coy was not present, the question was brought up only once and then rather indirectly. Commissioner Frieda B. Hennock asked Warner Brothers' attorney John Southmayd whether the motion picture companies had any policy in regard to licensing films for television. Southmayd replied that so far as he knew the film companies had no definite policy.

Censors Urge Supreme Court To Uphold 'Curley' Decision

WASHINGTON, April 24.—The boards of censors of the City of Memphis and Shelby County today urged the U. S. Supreme Court to uphold the decision of the Tennessee Supreme Court in the "Curley" case.

United Artists and Hal Roach have taken the case to the high court in an attempt to get a new ruling on the constitutionality of film censorship. There is a strong possibility, however, that the justices will by-pass the broad issue here, since the Tennessee court ruled that only exhibitors are directly affected by censorship and that only they can challenge the board. It said the distributor and producer had no standing to make such a challenge.

The two censor boards today filed their answer to the film companies' appeal. They said the censorship was constitutional, but that in any event, the film companies were not the right parties to make the challenge.

No act of censorship had really taken place, they argued, the censor boards merely having advised the film companies that the picture could not be approved. A direct challenge would have been possible, they said, if a theatre had attempted to show the film and had been stopped, but this was not the case.

But assuming the two companies could challenge the censor boards, the brief said, "the right to show a motion picture is merely a privilege." It said censorship was a valid exercise of the state police power, and cited Justice Frankfurter's opinion on the sound-truck case that films had always been constitutionally regulated. The brief declared that the statement in the Paramount case decision was no precedent for this case, and that instead the 1915 Supreme Court decision upholding the censorship had been consistently followed right down to the present day.

Dewey Wrigley, 51, Para. Cameraman

Dewey Wrigley, 51, veteran Paramount cameraman who was associated with the Cecil B. DeMille unit in the 1920's and has been with Paramount's transparency department since 1932, died at his home over the weekend of a sudden heart attack. He had been preparing to leave for Tokyo on an assignment.

The widow, a son and two daughters survive.

Johnson, RFC Loans

(*Continued from page* 1)

independent producer Sam Bischoff to get an RFC loan, and said that he was "greatly interested in the production of film by independent producers and believe they should be given every encouragement."

However, he added, "if a government agency makes production loans to them, it should insist in its contract that the films produced do not contribute to juvenile delinquency. No Federal funds should finance films which do not qualify for the Production Code seal, and Federal funds should not be invested in films in which the artists employed are notorious violators of good morals. Most sincerely I hope the projected loan may be approved, and that it may include a clause in the contract which will afford some protection to American youth."

Meanwhile, Johnson said he is still working on a "couple of bills" to substitute for his drastic licensing measure already introduced. He refused to discuss details or when they would be unveiled, and said he might finally introduce only one of the ideas he is exploring. However, he declared, the new measure will be ready for the Senate Commerce Committte hearings slated to start May 15. He said he had no intention of calling off the hearings, but estimated it might only run about 10 days.

Harry Goldstein, 53, Para. Division Head

Services were held yesterday for Harry H. Goldstein, 53, Paramount Mid-Eastern division manager, who died of a heart attack on Friday. Burial was at the Cedar Park Cemetery, Pinewood, N. J.

Goldstein, with Paramount for 29 years, is survived by the widow, Jean, three sisters and three brothers.

Charles V. Hinkle, 84

HOLLYWOOD, April 24.—Services will be held tomorrow at the Utter-McKinley chapel here for Charles V. Hinkle, 84, pioneer industry executive, who died last Saturday after a long illness.

Legion Founder Dies

(*Continued from page* 1)

climaxed a vigorous drive against salacious films and was followed, two years later, by an encyclical letter by the late Pope Pius XI urging Catholic clergy throughout the world to take similar steps against films deemed contrary to Christian morality. Here the movement gained the backing of leaders of all faiths.

Since 1946 Archbishop McNicholas had been chairman of the administrative board of the National Catholic Welfare Conference, a post from which he directed Roman Catholic activities in aiding displaced persons and Jewish refugees. He had been cited frequently by Jewish organizations for his work in that field.

Born in Ireland, Archbishop McNicholas was brought to the U. S. at the age of three. He entered the Order of Preachers (Dominicans) in 1901, became the national director of the Holy Name Society and editor of its publication, and in 1918 was consecrated a Bishop, one of the youngest in the American hierarchy. He was appointed Archbishop of the Cincinnati diocese in 1925.

7% Pay Raise f WB 'Collarites' Set as 'Formul

Some 500 Warner home
"white collar" workers have
granted pay increases ranging
$2.75 to $3.25 per week, or a
per cent average, under
agreement reached with IA
tion Picture Home Office Emp
Local No. H-63. The agreer
subject to ratification by the lo
membership at a meeting at the H
Diplomat here Thursday evening,
lowed several months of negotia
which a few weeks ago were clim
by a strike threat from the unio

**Russell Moss, executive vic
president of H-63, yesterd
termed the Warner settleme
a "formula" which, with slig
ramifications, will be used
closing new "collarite" co
tracts with Universal, Unit
Artists, Republic, Pathe La
oratories, Consolidated Labor
tories and several local mus
companies.**

The Warner agreement incl
provisions for working conditions
security, Moss said. Negotiat
with several of the other compa
are expected to begin shortly
ratification and signing of the Wa
pact, he added.

Charles A. Kirby, 5 With 'U' for 29 Yea

Charles A. Kirby, 51, vice-presi
of Universal International Films,
foreign distributor of Universal-In
national Pictures, died suddenly
Monday in his home at Forest H
New York.

Kirby had been affiliated with
29 years, since 1921. Surviving are
widow, Mrs. Grace Kirby, a daugh
Dorothy, and two brothers, Fred
George. Funeral services will be
tomorrow evening at 8:30 at
Walker Funeral Home, in W
haven, L. I.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
"THE DAUGHTER OF
ROSIE O'GRADY"
starring June Haver - Gordon MacR
Color by TECHNICOLOR
A Warner Bros. Picture
Plus
The Music Hall's Great Easter Stage Sho

Paramount Presents
BING CROSBY
FRANK CAPRA'S
RIDING HIGH
In Person
BILLY ECKSTI
HENNY YOUNGM
PETE RUGOLO
and his Orch.
PARAMOUNT TIMES SQUARE
Midnight Fe
Nightly

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'enate Group Drops 'heatre Band Tax

Washington, Apr. 24.—The enate Finance Committee as eliminated from the ending Social Security bill House-approved provision which would have increased he financial burden on large he using bands as part f their stage shows. Under he House bill, the bandsmen vould have been employes of he theatres, rather than of he band leaders, and the heatres would have had to pay the social security taxes. Carter Barron, on behalf of he major circuits, appeared before the Finance Committee some weeks ago and asked that the House change be dropped and the present aw kept.

ariety Clubs Nearly et for Convention

EW ORLEANS, April 24.—Robert O'Donnell, chief barker of Variety bs International, led a vanguard of ertainment world figures arriving e today for final arrangements for association's convention at the Ho- Roosevelt on Wednesday and ursday. Upon his arrival, O'Donl said that showmen the world over ak a common language and through ir humanitarian works they are ating a better understanding among men.

Norman L. Carter, chairman of the w Orleans executive committee, l his aides on the new convention ve announced the program with gistrations and social sessions to ke up most of Wednesday. The esday meeting will take up various siness affairs of Variety, including various charities.

Tax Revenue Is Down 8%

WASHINGTON, April 24.—General admission tax collections for the four months from December through March, reflecting box-office business in November through February, were almost eight per cent below collections for the comparable four months a year ago.

Film industry representatives have told the House Ways and Means Committee that the last two months of 1949 and the first two months of this year saw the worst theatre business since the end of the war.

A comparison of business during the four months with the comparable 1948-49 months became possible today when the Bureau of Internal Revenue released its tax collection figures for March, reflecting February business. March general admission tax collections were $32,910,332—up sharply over the $27,909,723 collected in January and the $21,431,143 collected in February, but still a little over five per cent below the $34,716,074 collected in March 1949.

Collections for the December through March months totaled $115,765,148 this year against $125,317,388 a year earlier. Theatre men have contended that the situation is even worse than the tax collection figures indicate.

'ercentage

(Continued from page 1)

Cole disclosed also that the commite, which includes Wilbur Snaper, dney Samuelson, Charles Niles and ving Dollinger, is endeavoring at e same time to change the distriburs' "attitude toward this abortion lled bidding." The group conrred yesterday with Paramount disibution vice-president A. W. chwalberg and 20th-Fox sales vice-esident Andy W. Smith, Jr., at parate meetings. Dates have been ade for conferences this week with e sales heads of Columbia, M-G-M, RKO Radio, United Artists, Warners and Universal.

The Cole committee is bent on having bidding, if it must be used, "applied in a commonsense and equitable manner," Cole indicated. He implied that the companies misuse bidding by asserting that they "blandly think bidding is a cure-all to keep lawyers off their necks in the future."

Cole said the results of the committee's conferences with the sales heads will be withheld until after the group reports to the Allied board.

20th-Fox's 'Dynamo'

(Continued from page 1)

that "Movies Are Better Than Ever," purposing to show that insofar as this company is concerned, "the claim is not an empty one, and that 20th-Fox will follow through with performance."

This special is being mailed direct from 20th's 37 branches in the United States and Canada to 21,000 theatre operators and managers, theatre advertising and publicity men, circuit executives, circuit film buyers and circuit film bookers, as well as to the motion picture editors of all daily newspapers in key cities in the two countries.

In addition, copies are also being distributed among exhibitors overseas, through the foreign offices.

Appearing in the book are product and sales messages from Darryl F. Zanuck, Al Lichtman and A. W. Smith, Jr., and detailed information and photographs on current and future product. Roger Ferri is the editor of *Dynamo*.

Moyse Services Wilding

Kern Moyse, president of Peerless Film Processing Corp. here, reports that equipment for Peerless film treatment has been installed in the laboratory of Wilding Picture Productions in Chicago. The treatment is said to extend the life of motion picture film.

Cincinnati Group Blames Tax, TV for Suburban Decline

CINCINNATI, April 24.—The Federal admission tax, television competition and general economic conditions were blamed for the drastic decline in suburban theatre business here, which at one house amounted to 35 per cent in the past three months, it was disclosed at a four-hour meeting of the Greater Cincinnati Independent Theatre Owners, attended by 30 exhibitors representing 75 theatres.

The Glenway, Andulus, Roselawn, Evanston and Shard theatres already have closed, and the Highland, at nearby Ft. Thomas, Ky., is scheduled to darken April 30. Others are expected to close soon.

Plans are being considered to close suburban runs several days a week or several weeks during the year. Suggestions to lower admission prices were rejected as economically unfeasible.

One exhibitor spokesman said that out of 40 theatres with which he was in constant contact, only six are operating at a profit.

The largest volume of business in television sets has been recorded here than in any other city in the nation, it was revealed.

20th's TV Test

(Continued from page 1)

further demonstration in June at the company's New York offices of the technical advances which have been made in the exploratory work with RCA. He said the equipment will be ordered immediately for the 20 theatres, all in the Los Angeles area, if this "demonstration is satisfactory, as we fully expect it to be."

Skouras said the company has invested "large sums of money in working with RCA to develop large-screen television." He added: "I wish to announce here today that 20th-Fox and its subsidiary, National Theatres, while waiting for channels from the Federal Communications Commission, propose to invest millions of dollars and go ahead immediately to prove to the world, to the television industry, and to the false prophets and skeptics, that television can achieve its greatest height through theatres."

Skouras said that with television he foresees "a golden era for theatres unlike any they have ever known." He predicted that theatre attendance will be "tripled within a short time."

As for the future, Skouras stated: "If the test on the West Coast fulfills our confident expectations, we can look forward to the establishment of four or five competitive networks or circuits in each natural area or time zone of the country—in New York, Chicago, Denver, Atlanta and Los Angeles, to service from 500 to 1,000 theatres in each network."

NEWS in Brief . . .

LEADERS from the entertainment industry are expected at the Hotel Astor here tonight when New York's Cinema Lodge of B'nai B'rith holds its annual presidents dinner to its retiring president, Saul E. Rogers and its incoming president, Albert A. Senft and pays tribute to Alan Corelli, executive secretary of Theatre Authority, Inc.

●

Los Angeles, April 24.—Panorama Theatres, Van Nuys, filed a Federal court suit today under the anti-trust laws against the major distributors and Fox West Coast, charging conspiracy to deprive the complainant of first run films.

●

George Skouras of Skouras Theatres and B. S. Moss of B. S. Moss Corp., have been named co-chairmen of the amusement division of the 51st anniversary celebration of the National Jewish Hospital at Denver.

●

A brief work stoppage yesterday afternoon by television technicians at NBC and ABC studios here slowed operations and caused the cancellation of two NBC video programs. Union negotiators and the companies were able to restore regular operations by six P.M.

●

WASHINGTON, April 24.—John Howard Lawson and Dalton Trumbo today filed rehearing petitions at the Supreme Court, asking it to reconsider its April 10 refusal to review a Circuit Court decision upholding their contempt of Congress convictions.

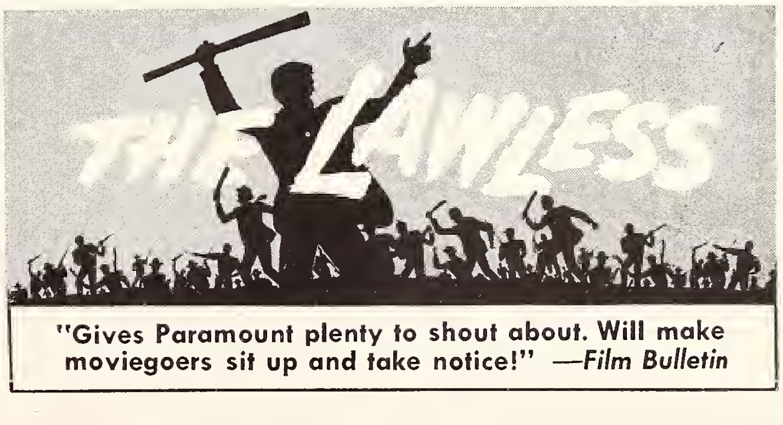
●

Hollywood, April 24.—Enrollment of 48 new members was announced today by the Academy of Motion Picture Arts and Sciences, with the total membership at about 1900.

Cites Majors Who Refused Films for Phonevision Test

CHICAGO, April 24.—Attending the Society of Motion Picture and Television Engineers convention today at the Hotel Drake, E. F. McDonald of Zenith told the press, following Spyros Skouras' luncheon speech, that not only 20th Century-Fox, but Paramount, RKO and another major distributor, which he couldn't "recall," have refused him product for Phonevision tests beginning Sept. 1.

In CHICAGO
"TIGHT
ITTLE ISLAND"
THE TOAST OF THE NATION
played
1 BIG WEEKS
A Universal-International Release


THE LAWLESS
"Gives Paramount plenty to shout about. Will make moviegoers sit up and take notice!" —Film Bulletin

HERE IS YOU

The Favorite of Millions

Greater Tha

Los Angeles

Monroe Hailed in Film Debut

By Earl H. Donovan

MAKING his debut as a film star in "Singing Guns," Vaughn Monroe demonstrates that singing is not his only talent.

As a sympathetic desperado who falls in love and reforms, Monroe gives a convincing performance and shows a pleasing, easy-going personality. He also turns out to be photogenic.

Add all this to his warbling of "Mule Train," "Singing My Way Back Home" and "Mexicali Trail" and it is not a difficult guess that Mr. Monroe will be making more pictures in Hollywood.

Many a Monroe fan, lured into the Paramount Theaters to hear him sing "Mule Train," will stay to find that the Republic Western musical has show-wise talent in all divisions

LIVELY PLOT—

The Max Brand novel, on which the film is based, is loaded with surprise twists It has been salted with snappy dialogue by screenwriters Dorrell and Stuart McGowan—particularly that between Monroe and Ella Raines, who plays the belle of the Western town.

As a saloon owner who almost collects the reward for the capture of Desperado Monroe, Miss Raines is delightful. She is beautiful in Trucolor and she gives a fine performance.

The story has Monroe sh the Texas sheriff wh his trail and t minion of the and off trans

Th

Daily Variety

Film Preview

Singing Guns
(Musical-Western)

"Singing Guns" is a credit for all concerned. While fundamentally a western, film boasts, in generous portions, such popular ingredients as romance, comedy, music and sex—all neatly blended together to guarantee popular reception from any type audience. Exploitation possibilities to get these audiences into the theatres, spiked by name of Vaughn Monroe and the "Mule Train" tune, are many. Good word-of-mouth should build this into one of the season's top grossers for the studio.

Screenplay by Dorrell Stuart McGowan is an inte

Vaughn Monroe turns in a very capable and commendable performance. He's used a natural, easy-going type of personality here that pays off in spades. For Ella Raines, it's her best role in several years. Ward Bond, as the sheriff, and Walter Brennan, as doctor-preacher, register solidly and further enhance their reputation as being really fine character actors.

There's real showmanship the mantling job of Ab He's provided gredients to the theatre

---

The Hollywood Reporter

'SINGING GUNS' VIVID YARN AIMED FOR GOOD PAYOFF

Interesting Cast In Fine Western

"SINGING GUNS"
(Republic)

In "Singing Guns," starring Vaughn Monroe, Republic should have a surefire hit, for the combination of the popular singing band leader and a really good picture, will bring plenty of spondulix into every boxoffice where the film is shown. It is a vivid and exciting Western drama, filmed in Trucolor, with Ella Raines, Walter Brennan and Ward Bond as Vaughn's co-stars, that is definitely good entertainment. Vaughn Monroe proves to be very photogenic and he gives an easy, convincing and efficient performance, besides registering well in three songs, "Mexicali Trail," "Singing My Way Back Home" and "Mule Train." Ella Raines has never looked as beautiful as in this, her first color photography, and her portrayal of the young saloon owner is a delightful piece of work Valter Brennan gives one of the best erformances of his career in the symathetic role of the doctor who minisrs both to men's souls and their dies, while Ward Bond is swell as e Texas sheriff.

Abe Lyman and Melville Tucker e the film a full meas duct values, with

---

St. Louis Post-Dispatch

The New Films

By Myles Standish

VAUGHN MONROE, the radio baritone and orchestra leader, makes his movie debut in a Western, "SINGING GUNS," at the FOX THEATER. The film happens to be the one responsible for every baritone on the radio breaking out into "Mule Train," last year, because Monroe first sang it on the air as a prelude to introducing it in this hay-burner. Well, it looks as if Republic has another Western star, because Monroe is husky and presentable looking, can sing a lot better than Roy Rogers or Gene Autry, and has a sufficiently immobile face to qualify as a gunman. The ing to do with it—doesn' a dime

fact that

Los Angeles
Evening Herald & Express

Vaughn Monroe Is New Western Star

By W. E. OLIVER

The picture is "Singing Guns," a hum-dinger Republic western in color. Biggest news in this item is Vaughn Monroe, who plays a dual sheriff-bandit role. Besides singing "Mule Train" and two new western songs, he plays his role as to the outdoor manner born.

His profile is Barrymorish, his timing good; he kisses Ella Raines with the attack of a panther and he shoots, fights and manages a rescue from a burning mine with a come-off as good anything Tom Mix ever did. He is definitely a new western star.

Picture also shows at the Hollywood.

The Billboard

V. Monroe To Knock 'Em Dead As Gent Bandit in Flicker Debut

NEW YORK, March 4.—Vaughn Monroe, the actor, is going to surprise his thousands of fan and trade admirers with his performance as a gentleman bandit in his flick thesping debut. Vaughn, who sports a full beard, chops trees, evades posses, handles a pair of six-shooters, kisses the heroine with the aplomb of a Gable, etc., is the star of the latest of Republic Pictures' Trucolor oat operas, *Singin' Guns*. This is his first movie work since *Carnegie Hall* and *Meet the People*, and marks the maestro's initial public showing sans band, Moon Maids and trumpet. He commits himself admirably as an actor and sings but briefly in the 95-minute running time of the movie.

Vaughn knocks over a trio of tunes. He does the now legendary *Mule Train* in a fashion which may well move a couple of additional sales on his disking, which hardly matches the job handed the song in the movie. He sings *Singin' My Way Back Home* as the foundation for a suspense sequence. This attractive ballad is the backing on Vaughn's etching of *Train* and has considerable merit of its own. A third single chorus of another new ballad, *Down the Mexicali Trail*, rounds out Vaughn's slight but impressive singing chores and the total musical content of the film.

A stanch music name of long standing, Abe Lyman, is credited as the executive producer. He has given the film the benefit of some rich exteriors.

One thing is certain. No other band leader has ever made so bold an effort on the screen. It's difficult to conceive of any who could have achieved such eminent success on a first crack.

Hal Webman.

Motion Picture Herald

Singing Guns

Republic—Vaughn Monroe's Debut

Abe Lyman and R. G. Springsteen, producer and director, respectively, of this film, have gone to considerable trouble to make this one of the more important additions to Republic's schedule of Westerns. To do this, they gathered into the fold Vaughn Monroe, the singer, who makes his feature debut in "Singing Guns"; surrounded him by a cast of important players like Ella Raines, Walter Brennan, Ward Bond and Jeff Corey; added some singable western tunes for Monroe, the most important of which is "Mule Train," which swept the country not so long ago, and wrapped the whole thing up in Trucolor, giving plenty of chance for some decidedly impressive outdoor camera work.

The result is a picture that can't fail to click with the hordes of Western action fans of all ages and in all situations; the followers of Monroe, and those who enjoy the work of such accomplished featured players as those mentioned. Exploitation-wise, "Singing Guns" is a natural. It has strong names for the marquee and Grade A publicity and exploitation fodder in Monroe, Miss Raines and the song, "Mule Train."

Monroe turns in a surprisingly competent job and looks at home in the western atmosphere. This picture points him up as a good bet for future pictures. Miss Raines complements Monroe nicely, being easy to look at and showing up with a beautiful new costume in almost every sequence. Brennan, Bond and Corey, as a heavy, give that extra feeling of importance to their parts. Monroe's songs are pleasantly delivered and never interfere with the action. The screenplay is by Dorrell and Stu McGowan.

at the Republic screening room in

EW WESTERN STAR

dio, Records and Personal Appearances...

ver On The Screen...

VAUGHN MONROE

in Max Brand's Famous
Adventure Novel

SINGING GUNS

in Trucolor

co-starring

ELLA RAINES
WALTER BRENNAN
WARD BOND
with
JEFF COREY · BARRY KELLEY

A REPUBLIC
PRODUCTION

SCREEN PLAY BY
DORRELL AND STUART McGOWAN
DIRECTED BY R. G. SPRINGSTEEN
Produced by PALOMAR PICTURES CORP.
ABE LYMAN EXECUTIVE PRODUCER
ASSOCIATE PRODUCER MELVILLE TUCKER

Vaughn Monroe is under the exclusive management of

Willard Alexander, Inc.
30 ROCKEFELLER PLAZA, NEW YORK

Rodgers

(Continued from page 1)

greatest value to the industry in this and similar areas. He said he hopes COMPO can be organized so as to bring such action within its sphere, despite the original intention not to include trade practices within its orbit. Rodgers inferred that an effective COMPO eventually may have to concern itself with trade practices.

The arbitration system which he hopes to see COMPO espouse should be administered entirely within the industry, he said, and should have men familiar with the industry's problems serving as arbitrators.

Today's Litigation Is Result Of 'Past Evils,' Cole Says

Asked yesterday to comment on M-G-M distribution vice-president William F. Rodgers' remarks about industry litigation, Col. H. A. Cole of Texas Allied declared here yesterday that "litigation is a terrific drain on the industry, but if Rodgers is talking about litigation brought about during the past 20 years—certainly during the past 10—it should be pointed out that 90 per cent of the litigation before the courts today is the result of past evils. There is nothing that Rodgers or we or arbitration can do about that."

M-G-M Little Rock Showmen Forum Set

Mike Simons, assistant to H. M. Richey, director of exhibitor relations for M-G-M, will conduct a "Showmanship in 1950 Working Clothes" forum at the 31st annual convention of Independent Theatre Owners of Arkansas in Little Rock on May 3, in response to a request from Sam Kirby, president of the Arkansas organization.

Theme of the M-G-M presentation will be "There's No Business Like Show Business" and it is described as a brief, up-to-the-minute summary of merchandising and management ideas which have worked for theatre owners and managers in actual practice.

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Britain Allots Million Pounds More to Film Finance Corp.

LONDON, April 24.—Following prolonged vacillation and the British industry's growing anxiety, British Board of Trade president Harold Wilson declared at the weekend that the government's "clear intention is to maintain a healthy, active and, I hope, expanding film production in this country." He revealed at the same time that it is the government's intention to provide an additional 1,000,000 pounds to the Film Finance Corp.

Wilson's statements came at the annual conference of Cinematograph and Allied Technicians, where he spoke as a guest.

Wilson noted that negotiations for renewal of the Anglo-American film agreement of 1948 would begin here next month. A definite date is expected to be set shortly.

He claimed that if the government hadn't intervened a crisis far exceeding the present one would inevitably have afflicted British production. He admitted the quota's ineffectiveness, saying that "no possible quota can solve the industry's problems, which are far more deeply rooted." He indicated, however, that stricter enforcement of the quota law will be forthcoming.

The BOT chief made vague but disturbing threats that the Socialist government possibly will dictate the form that future production will take and will reorganize the industry's whole future set-up.

Goldenson Reports

(Continued from page 1)

tion pictures are improving, theatre income is at a healthy level and television is proving itself an effective ally of the industry.

While speaking for United Paramount in particular, Goldenson said operations of the circuit, which has properties in 40 states, to a large extent correspond with the state of the entire business. And going into the economics of United Paramount's position, he said it is "reasonable" to assume that the company's present indebtedness of $27,500,000 will have been completely paid off in five years. Of that total, $21,000,000 has been borrowed under a credit fund of $40,000,000 established with a group of banks. He said he does not see any likelihood of additional borrowings from the fund and figures on an amortization of $3,500,000 of the loans in the first year of the circuit's operation.

The use of special trailers and other promotions on video has proved itself beyond question already in Detroit and New Haven, Goldenson said as he re-stated his position that the new medium represents far less of a threat than some quarters suspect. Business has fallen off some in TV centers, he pointed out, but the drop has been no more severe than in non-TV areas and has been attributable to a general economic condition.

On the possible use of features on television in competition with theatres, Goldenson held that production costs would demand the returns which only theatres can provide, that even such "pay-as-you-see" devices as Phonevision could hardly bring in enough revenue to make telecasts of good features profitable. Although not going into details, Goldenson told the group that "our engineers" additionally had some doubts about the proposed operation of Phonevision, seeing the possibility that set owners might be able to unscramble the televised program without the need of special equipment. He left the impression that home viewers of programs might be able to tune in at no cost, unless Phonevision closes up the loophole.

United Paramount is making "excellent progress" in negotiating dissolution of its partnership operations in exhibition, Goldenson reported. He said that while the circuit collected $1,072,000 in the sale of some properties in the first quarter, as previously reported, other deals which have been worked out but not formally closed bring the total to $2,728,000. After taxation on the capital gains from the deals, the net collection will be $2,430,000, he added.

S. B. Lurie, chairman of the luncheon-meeting, cited the "new blood in the business, new people who think and act aggressively." Other industryites at the session were Robert O'Brien, secretary-treasurer of United Paramount, and Joseph Hazen, president of Hal Wallis Productions.

Loew's Price Boost

(Continued from page 1)

vice-president in charge of distribution, disclosed here yesterday.

Rodgers said that no general sales policy has been set for "Annie" yet but added that it was hoped that the business for the test engagements would be impressive enough to encourage other theatres to volunteer to increase their price scales for the picture.

The test engagements will start May 2 in Atlanta, San Francisco, Cleveland, Dayton, Evansville, Hartford and Norwich, Conn., and on May 3 in St. Louis. It will open on Broadway May 17 at Loew's State.

MGM Report

(Continued from page 1)

wrong with the industry and t
"good entertainment is the answer'
current problems.

The company will hold four m
ings for its sales executives, salesn
and bookers in all parts of [illegible] co
try to acquaint them wit[illegible]dus
affairs and company policy, as well
the forthcoming product. Meeti
will be held at the Hotel Astor h
on May 15 and 16; in Chicago
May 19-20; San Francisco, May
27, and Toronto, June 15.

The field personnel will be imb
with the same confidence that prev
among the company's home office
ecutives and will be apprised of c
pany plans, prospects and product,
industry affairs, including the r
which COMPO may be expected
play in them.

"If better pictures mean better b
ness, and I feel that is obvious," R
gers said, "there is every reason
a hopeful future in our industry.
saying it with pictures, we are c
vinced that the more information
give our customers as far in adva
as possible, the better they will be a
to make their plans to sell the publ

Says Optimism Widespread

Rodgers said that from his co
pany's reports and from the vie
points of theatre owners with wh
he has visited, he has been "thrill
by the optimistic approaches to pl
for the future in every phase of
hibition.

"That," he said, "has influenced
decision to throw into the mar
every available bit of product just
consistently and just as fast as
can. Our producers have given us
kind of product the public will
and the exhibitor can sell. We inte
to make the most of it through
most aggressive pre-selling campai
we have attempted in years, not
least of which will be next wee
insert in the trade papers."

Trade showings and releases w
start May 4 with "The Asph
Jungle," followed by "Father of t
Bride," May 9; "The Skipper S
prised His Wife," May 10; "Stars
My Crown," May 11; "Devil's Do
way," May 12; "Mystery Stree
May 16; "Annie Get Your Gu
May 23; "The Happy Years," M
24; "Duchess of Idaho," June 13, a
"Three Little Words," June 23.

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MOTION PICTURE DAILY

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. 67. NO. 80 NEW YORK, U. S. A., WEDNESDAY, APRIL 26, 1950 TEN CENTS

mith Favors rbitration ithin Compo

pports Rodgers' Plan; A. Cole Questions It

ventieth Century-Fox sales -president A. W. Smith, Jr., has played a major role in re- attempts at conciliation and ration of exhibitor-distributor ences, yesterday declared him- "100 per cent in favor" of Loew's ibution vice-president William F. gers' recommendation that the cil of Motion Picture Organiza- undertake to develop a new sys- of industry arbitration.

Smith is chairman of the distributors committee of the Mo- n Picture Association of nerica, whose membership nsists of the sales heads of e various MPAA - member mpanies. Hence, the 20th-

(*Continued on page* 10)

bian Sets May 3 r Hearing On earance Dispute

H. Fabian, head of Fabian The- , who will serve as arbitrator of first exhibitor-distributors clear- dispute to be aired before a film e in recent industry history, will a hearing of the case in ques- at the American Arbitration As- ation office here on May 3. mplainant in the case, which is cted to set the future pattern for

(*Continued on page* 10)

Reveal Financing ans at SIMPP Meet

OLLYWOOD, April 25.—Society of ependent Motion Picture Producers ident Ellis Arnall will reveal de- of his plan for obtaining financial ing from Eastern sources for a e number of independent produc- s to the full SIMPP membership

(*Continued on page* 8)

W. B. Decree Moves To Treasury Dep't.

Warners has reached an agreement with the Department of Justice on the theatres which it may retain and those which must be disposed of under its consent decree settlement of the government anti-trust suit.

The agreement reportedly concludes all phases of the negotiations with the Department of Justice, although details have not been disclosed. The company now is said to be awaiting Treasury rulings on its new stock and debenture plan, and tax questions connected therewith.

Ascap's 1949 Take $10,601,184; TV Collections Help

Total collections by the American Society of Composers, Authors and Publishers from all sources reached $10,601,184 in 1949, Ascap president Fred E. Ahlert told the annual membership meeting at the Hotel Plaza here yesterday. Despite the fact that Ascap did not collect any fees from motion picture exhibitors last year, the take represents a drop of only $378,000 under the 1948 collections.

In previous years, theatres had contributed close to $1,200,000 to Ascap's income. Making up for this loss, in

(*Continued on page* 8)

Vote on Tax Today; Some Relief Sure

WASHINGTON, April 25.—Members of the House Ways and Means Committee, after more than an hour of executive session discussion of a half-dozen different proposals for easing the Federal admission tax, agreed today that the motion picture industry seems certain of substantial relief in the Committee's tax bill.

A final vote on the admission tax was put off until tomorrow. The House itself met early today and members said that so many different proposals were discussed in committee that there was not a chance to vote.

A reduction of the tax from 20 per

(*Continued on page* 10)

O'Donnell Out Of VCI Race

By RED KANN

NEW ORLEANS, April 25.—Robert J. O'Donnell finally withdrew on the convention's eve from the race for re-election as International Chief Barker of Variety Clubs International in order to make himself available for the presidency of Theatre Owners of

(*Continued on page* 10)

British Pact Talks to Be Held May 15

Small Delegation Picked For Preliminary Meet

WASHINGTON, April 25.—Preliminary talks on renegotiating the Anglo-American film agreement will get under way on May 15 in London, the Motion Picture Association of America announced here today.

A statement issued simultaneously here and in London said MPAA president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall would represent the U. S. industry in the talks with British Board of Trade and Treasury officials.

Although no other American dele-

(*Continued on page* 10)

Johnson Would Like The Industry to Do Its Own 'Policing'

WASHINGTON, April 25.—Senator Ed Johnson declared here today that it will be the "primary objective" of his Senate committee hearings on Hollywood moral problems to give the industry an opportunity to work out its own solution on a voluntary basis.

The Colorado Democrat made the statement in a letter to Sen. Wiley

(*Continued on page* 8)

TVA to Open Pact Talks May 4, Despite SAG Threat

Screen Actors Guild's "legal notice" to all producers at the weekend that "neither Television Authority nor any union other than the Guild is authorized to bargain for motion picture actors," was met here by an announcement by the Television Authority that the latter will open negotiations on May 4 with all television network companies and advertising agencies.

SAG's weekend pronouncement is equivalent to "interfering with our getting a decent contract which would

(*Continued on page* 8)

Warner Premiere to Aid Palsy Drive

HARTFORD, April 25.—Plans for a world premiere of Warner's "Colt .45" at the Strand Theatre here on May 3, have been set by Mort Blumenstock, Warner advertising vice-president, in cooperation with Connecticut's Gov. Chester A. Bowles, with the event to be sponsored by the Cerebral Palsy Association of Connecticut,

(*Continued on page* 8)

57 Pictures Rated 'Better Than Ever'

Movies are better than ever.

This verdict is backed up by a "jury" of motion picture critics, publications and reviewing groups in selecting the outstanding films of 1949, according to the MPAA.

"Best film" ratings were awarded

(*Continued on page* 10)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

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says Showmen's Trade Review

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Back Shorts, White Urges

Jules White, Columbia's short subject producer, called upon exhibitors to get behind short subjects, in an interview yesterday. Here from the Coast, White said the slogan, "Also Selected Short Subjects" is doing short subjects an injustice. He asked exhibitors to name the shorts on programs and in newspaper advertising, and to call upon the major companies for aid in advertising.

He said, "There is great box-office value in short subjects. You can realize that when looking at nominations for Academy Awards. The exhibitor is passing up added dollars. He should tell people whether he has a Disney or a Pete Smith or a Three Stooges. It would influence selection of shows by the public. Exhibitors certainly get back of candy and popcorn selling.

White, who makes 26 shorts yearly and is chairman of the Academy of Motion Picture Arts and Sciences short subject board, returns to Hollywood today.

Rank in Whirlwind Tour of Washington

WASHINGTON, April 25.—J. Arthur Rank made a whirlwind tour of Washington today, arriving early this morning and leaving for New York in mid-afternoon.

In between, he sandwiched in visits to Defense Secretary Louis Johnson, Treasury Secretary John W. Snyder, and Motion Picture Association of America president Eric Johnston, and was guest of honor, along with Argentine Finance Minister Ramon Cereijo, at a luncheon at MPAA headquarters here.

Rank was accompanied by Dan Schaeffer, chairman of the executive board of Universal Pictures, and Jock Lawrence of Goldwyn Productions.

Top Echelon Attends 'Big Lift' Premiere

A group of civilian and military notables, headed by former Secretary of State General George C. Marshall and Mrs. Marshall, will be at Southern Pines, N. C., tonight when 20th Century-Fox's "The Big Lift" becomes what is described as the first Hollywood picture to be shown as an integral part of the briefing preceding a U. S. military operation.

Air Force Chief of Staff General Hoyt S. Vandenberg, Lt. Gen. Lauris Norstad and Major General William H. Tunner, who headed the Berlin Airlift, will attend.

The Air Force "Scroll of Achievement," highest air honor given to civilians, has been awarded to William Perlberg and George Seaton, producer and director, respectively.

Ohio ITO Sets Meeting

COLUMBUS, O., April 25.—Annual convention of the Independent Theatre Owners of Ohio will be held in Cincinnati on Sept. 19-20.

Personal Mention

ADOLPH ZUKOR, Paramount Pictures board chairman, and MRS. ZUKOR will leave Hollywood today for Tucson, en route to New York, where they are due Monday.

•

DAVID J. GOODLATTE, managing director of Associated British Cinemas, and MRS. GOODLATTE will arrive here today from England on the *S.S. Queen Elizabeth.*

•

MRS. WALTER GRIFFITH, executive secretary of the Theatre Owners of North and South Carolina, has returned to her office at Charlotte after a month's absence for an operation.

•

R. E. BAULCH, president of Crescent Amusement, Nashville, has been appointed a director of the Nashville public library.

•

MORGAN HUDGINS of M-G-M's Coast studio publicity department, will leave here at the end of the week for Rome.

•

HOWARD STRICKLING, M-G-M studio publicity head, and MRS. STRICKLING are due here next week from a Miami vacation.

•

JOSEPH HUMMEL, Warner European general manager, has left Paris for a tour of company branches on the Continent and North Africa.

•

EDWARD L. HYMAN, United Paramount Theatres executive, has returned here from a tour of upstate New York.

•

EDDIE MANNIX, M-G-M studio executive, will arrive here from the Coast on Friday.

SAMUEL L. SEIDELMAN, Eagle-Lion foreign sales manager, will arrive here today from England on the *Queen Elizabeth.*

•

ROBERT WOLFF, RKO Radio managing director for the United Kingdom and chief barker of the London Variety Tent, will leave here Saturday for London. Pressure of business will prevent his planned attendance at the Variety convention in New Orleans.

•

GEORGE H. MACKENNA, general manager of the Lafayette Theatre, Buffalo, was named "The Man of the Day" by the Buffalo Ad Club because of his work in behalf of the Sister Kenny Foundation.

•

WILLIAM SATORI, Monogram International Continental representative, is in Munich from Dusseldorf and Frankfort, and will proceed to Paris.

•

BENJAMIN FINCKE, Paramount associate counsel, is the author of a tax article in the current issue of New York University's *Tax Law Review.*

•

AL DAFF, Universal-International foreign department executive, is scheduled to arrive here from Europe today.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, has left here for Pittsburgh and Cleveland.

•

ED HINCHY, Warner playdate department head, has left here for Pittsburgh and Cleveland.

•

WALTER TITUS, JR., Republic division manager, has left here for New Orleans, Memphis and Little Rock.

Herbert Wilcox Quits Producers' Ass'n.

LONDON, April 25.—Herbert Wilcox's Imperadio Pictures has withdrawn from membership in the British Film Producers Association. Wilcox denies that he is leading a general break-away from BFPA, commenting simply that he can get along better on his own.

His sentiment, nevertheless, is shared by other independents who contend that BFPA has better served "vertically integrated combines" than it has independent producers. They claim if BFPA is to survive a new orientation must be given its directive control.

J. Arthur Rank is president of BFPA.

Danzigers to Make Third in New York

Edward J. and Harry Lee Danziger today will start work on their third New York production, "St. Benny the Dip." It will be released by Film Classics.

The film, to star Dick Haymes and Roland Young, with Lionel Stander, is based on an original by George Auerbach with a screen play by John Roeburt. Edgar Ullmer, who directed "Carnegie Hall," will direct.

SIMPP on the Move In Detroit Action

DETROIT, April 25.—Pressing its anti-trust action against United Detroit and Cooperative Theatres of Michigan, the Society of Independent Motion Picture Producers will argue on Monday for a motion directing Cooperative to produce documents and submit to an examination of records.

Youngstein Rejects Production Offers

Queried concerning current reports of offers which would take him into production activities, Max Youngstein, Paramount Pictures advertising-publicity director, said here yesterday that while such offers have been made to him, none has been accepted.

Sessions on 'U' Films

Charles Simonelli, in charge of Universal-International exploitation, and Philip Gerard, Eastern publicity manager, will fly from New York today to California for conferences with David A. Lipton, national director of advertising-publicity, on the forthcoming "Winchester 73" and "Louisa." Henry A. Linet, Eastern advertising manager, will join them in California Friday.

Newsreel Parade

PRESIDENT TRUMAN re
ing U. S. war might and the C
train wreck are current new
highlights. Other items include
Liberty Bell ringing again, the c
and sports. Complete conte

MOVIETONE NEWS, No. 3 ces
Truman sees war gains. Liberty Bell
bond drive. California train wreck. Vir
demolition team clears harbor. Texas c
Horse racing. Hockey. Girls basebal

NEWS OF THE DAY, No. 268—U
States air mgiht thrills President Tru
California train wreck. Navy demol
Liberty Bell rings again. Sports: Bas
Hockey, Kentucky Derby tests.

PARAMOUNT NEWS, No. 71 —
Memorial race. Washington: Dean Ac
speech. Liberty Bell rings again. An
sador Griffith here from Argentina.
land: Shakespearean festival. U. S.
might in review. Hockey.

TELENEWS DIGEST, No. 17-A—
Acheson flays Red policy. President Tr
sees war weapons. Copenhagen: mi
bomber investigated. Czechoslovakia:
sian Church gains influence. Chicago:
house blaze. Wild Boar hunt.

UNIVERSAL NEWS, No. 346—Pres
Truman sees display of U. S. war m
Coast train wreck. British war bride
turn home for visit. Hockey. Liberty
rings. Texas circus. Connie Mack's G
Anniversary.

WARNER PATHE NEWS, No.
President Truman on inspection tour. N
in the news: Dean Acheson, Trygvie
Connie Mack. Coast train wreck. Li
Bell rings again. British war brides r
home for visit. Hockey, racing.

Schwartz, Rosen A
UJA Drive Chairm

Fred J. Schwartz and Sam Ro
Century Circuit vice-president
Fabian Circuit executive, respecti
have been named co-chairmen of
amusement division of the Un
Jewish Appeal's forthcoming c
paign, it was disclosed here yeste
at an organizational luncheon at
Hotel Astor.

Schwartz, who presided, comme
on "the wonderful showing" last
when the industry raised over $1,
000. Rosen stressed the urgency of
drive. Barney Balaban, Param
president, expressed confidence for
success of the 1950 drive. Jerom
Udell, UJA representative and g
speaker, gave his impressions of Is
from which he recently returned.

Others present yesterday w
William Brandt, William B. Bren
Jack Ellis, Ed Fabian, Simon Fab
William J. German, Leon Goldb
Robert Goldfarb, Irving H. Gr
field, Philip Hodes, Arthur Israel,
Bernard G. Kranze, Jack Lang, J
H. Levin, Joe Maharam, Charles
Moss, Walter Reade, Jr., Sa
Rinzler, Herman Robbins, Ha
Rodner, Adolph O. Schimel, San
Schneider, Alfred W. Schwalb
Max Seligman and Max Youngst

NTFC Meets May 25

The regular monthly meeting
of the National Television Film Co
cil, scheduled for tomorrow, will
be held, because of the special lu
eon-meeting on April 10 to honor
Roach. Instead, the organization
next hold a luncheon-meeting on
25, it was reported here yesterda

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J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lond
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year, $6 in the Americas and $12 foreign; single copies, 10c.

;agnall Chairman)f Olympic Board

Hollywood, April 25.—eorge L. Bagnall, who re-ıntly resigned as vice-presi-ınt of United Artists, has ·cepted the board chairman-ıip of Olympic Productions, am Wiesenthal, presi-announced.

PPA Head Slates tionwide Tour ·r Independents

ɔLLYWOOD, April 25.—Independent on Picture Producers Association dent I. E. Chadwick will leave Friday morning on a tour of 23 ;, where he will be the luncheon t of exhibitor and indepndent dis-tor groups whom he will address ehalf of the industry's independent ıcing units. "My purpose in visit-hese cities is to stimulate produc-in independent films," Chadwick "I intend to point out to show-that it is greatly to their advan-to encourage the production of : independent pictures, which is bread-and-butter product.

'rom a peak of 250 features, our ıction activities have dropped to oximately 80. Our goal is at least per cent increase in production naller budgeted pictures, so that output will reach a maximum of features. Showmen will be in a ion to present to his patrons new ıres instead of reissues, at rentals h our groups have always main-ɛd at fair levels," he said.

ıe Chadwick meetings will start 8 at Dallas, continuing through · Orleans, Memphis, St. Louis, innati, Pittsburgh, Washington, adelphia, New York, Albany, Buf-Cleveland, Detroit, Chicago, vaukee, Minneapolis, Des Moines, ıha, Denver, San Francisco, Port-, Seattle, ending in mid-August. dwick will be in Washington May) and in New York June 2-8.

L Taking Press Dodger Ballgame

ıgle-Lion will be host to the New < press tomorrow at Ebbets Field, :e the Brooklyn Dodgers will play Phillies. After the game a re-on will be held to meet Dodger ie Robinson, and star of E-L's e Jackie Robinson Story," which have a premiere at the Astor ıtre, New York, on May 16 in ›enefit performance for Youth ed.

<pected at the reception are Wil-J. Heineman, E-L distribution -president; L. Jack Schlaifer, gen-sales manager; Milton E. Cohen, ern sales manager; Leon Brandt, ·rtising-publicity director, and Ar-Mann, author of the screenplay. ɔng Youth United representatives ·cted to attend are Supreme Court ice George Beldock, president; < Kenny, chairman of the benefit, Sidney Nelson, executive director.

Allied Meets June 15

lied Theatre Owners of New Jer-annual convention will be held 15-17 at the Hotel Traymore, ntic City, it was announced by ɔur Snaper, president.

Review

"The Gunfighter"

(*20th Century-Fox*)

GREGORY PECK follows his noteworthy performance in "Twelve O'Clock High" with a sharp shift in characterization and another first-class job of acting in a well-developed, well-directed Western. He is the gunfighter of the title, a fast man on the draw with the blood of 12 or more men on his hands and the authorities after his head.

But "The Gunfighter" does not concern itself with the adventures by which Peck earns dubious fame as the most notorious killer in the Southwest. The dialogue tells about them, but the action does not. This story picks him up after a career steeped in lawlessness, finds the central character at 35 a man weary of his leaps ahead of sheriffs and marshals and ready to effect a reconciliation with his wife and young son against a background of peace and new scenery.

The irony of his situation is that his reputation as bad man supreme refuses to permit him the reformation he now seeks. In every town, there is a happy young trigger finger full of bravado and ready to take him on when Peck wants to be left alone. Goaded by Richard Jaeckel, Peck kills him in self-defense and then lights out of town pursued by the man's three brothers. In the town of Cayenne, Peck tries to find his family now living under another name and in harmony with their neighbors. There, Peck runs into an oldtime confederate who learned better and now is the town's marshal. Millard Mitchell plays this part.

Helen Wescott, Peck's wife and now school teacher, at first refuses to see him. Then on the insistence of Jean Parker, she does. Peck promises to return in a year to discuss the possibility of a reconciliation, has a few minutes with his son and is killed at the hands of Skip Homeier, local hothead with a restless gun. As Peck dies, he refuses to press charges claiming he drew first, but condemns Homeier to the kind of lawless life which Peck himself has led in defiance of law and order.

"The Gunfighter" has few spectaculars in it. A taut suspense is one of the expert manifestations of Henry King's fine direction. In its way, the film is an interesting treatment of the tragedy which a man's youthful indiscretions can visit upon him in later years. Peck suggests this strongly in the lonely figure he cuts. He may have been a bad man, but audience sympathy is his. Mitchell's role is second in importance and in acting values. That hands him plenty. William Bowers and Andre de Toth wrote the story on which Bowers and William Sellers predicated their screenplay. Nunnally Johnson produced.

"The Gunfighters," in some ways, reminds one of "Yellow Sky," another Western in which Peck starred. Exhibitors may find the answer on this one in their experience with that earlier release.

Running time, 84 minutes. General audience classification. For June release.

RED KANN

British Royal Court To Attend Premiere

LONDON, April 25.—The King and Queen and the entire royal court will attend the world premiere of Herbert Wilcox's "Odette" on June 6 at Paramount's Plaza Theatre here. The film, starring Anna Neagle, recounts the fabulous story of Odette Churchill, who was decorated with the Cross of St. George for bravery and endurance as a British agent in occupied France. She was later tortured by the Nazi Gestapo.

The rare honor by royalty is regarded not only as a tribute to the film's merit, but to the importance of its story. All proceeds of the premiere will go to King George's pension fund for actresses and actors.

Phila. 'Showmanship' Plan to be Tested

PHILADELPHIA, April 25.—Showmanship campaign instituted by a local exhibitors committee here a few weeks ago will be tested in the smaller cities of Reading, Wilmington and Lancaster before being submitted to Philadelphia exhibitors, it was decided at a meeting of the committee here today. A sub-committee consisting of Everett Callow, Lyle Trenchard, Harold Seidenberg and Harry Botwick was named to formulate the program and submit it to the general committee.

Monroe Greenthal, representing his own advertising agency, was present to offer a program which would include institutional advertising.

Censor Smith Has New Gimmick, Claims 'U's' 'Shoplifter' Teaches Shoplifting!

Atlanta, April 25.—Add this one to the many unique reasons given by some Southern censors for banning motion pictures: Holding that it "offers a course" in shoplifting, Christine Smith, Atlanta censor, has banned the motion picture, "I Am a Shoplifter," from showing on the screens in Atlanta. "The picture seems to me to give too much information which might influence amateur shoplifters and also reveals the tricks detectives employ to catch them," said Miss Smith. Officials of Universal-International said they would appeal Miss Smith's decision to the Board of the Review of the Atlanta library, overseers of censorship.

U-I and Miss Smith were principals in a sensational newspaper case four years ago when she banned U-I's "Scarlet Street." Walter Wanger, who produced it, flew to Atlanta from Hollywood to argue for the picture. It starred his wife, Joan Bennett.

Grosses Here Are Adequate

Business at New York's showcases is dropping this week but the overall take is good in view of the fact that most programs are holdovers from the Easter holiday period.

"The Daughter of Rosie O'Grady" with a stage presentation will wind up a highly successful four-week run at the Music Hall tonight with a good final week's gross of $116,000; "No Sad Songs for Me" will bow in at the Hall tomorrow. "Cheaper by the Dozen" with a holiday revue on stage promises to give the Roxy about $60,000 in a fourth and final week; this, too, was a bright engagement. "Wabash Avenue" is due at the Roxy on Friday.

'Conspirator' at Capitol

"The Conspirator" will open at the Capitol tomorrow on the heels of "Reformer and the Redhead." The latter, with Sammy Kaye's orchestra on stage, is likely to reach $23,000, which is adequate income, in its final five days, two short of a full third week. "Conspirator" will play the Capitol two weeks with "Champagne for Caesar" due on May 11.

"The Damned Don't Cry" with Peter Lind Hayes and Mary Healy on stage, is figured to take in about $30,000 in a good third and final week at the Strand; it will be replaced on Friday by a combination of re-issues, "Destination Tokyo" and "God Is My Co-Pilot," with no stage show. At the Rivoli, "Comanche Territory" was good for about $12,000 in its final five days of a third week, and bowed out last night. "The Big Lift" will open at the Rivoli tonight with a benefit performance.

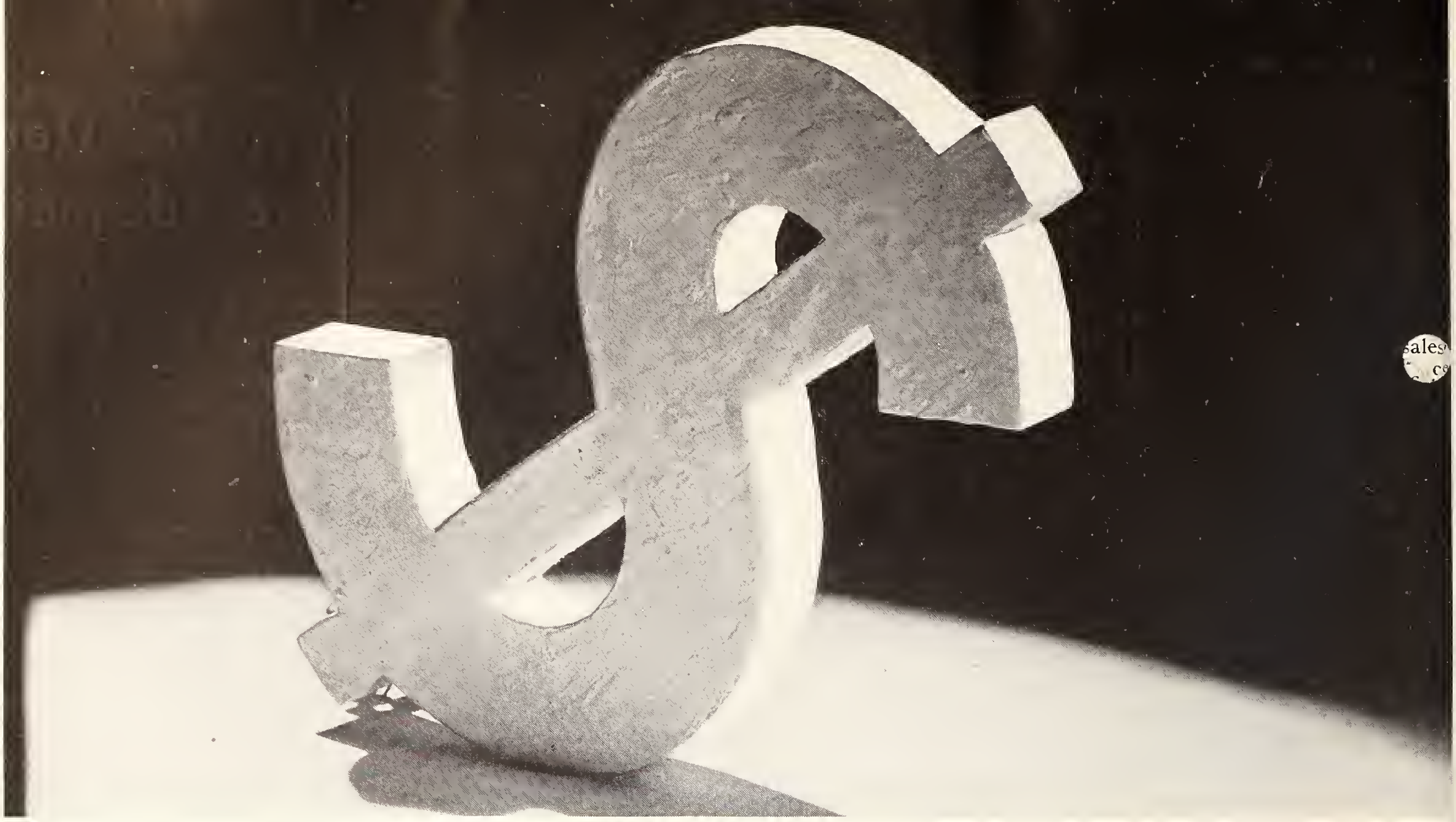
'Riding' in Fine Style

"Riding High" with Billy Eckstein on stage continues in fine style at the Paramount. The show wound up a big second week with an estimated gross of $70,000. Continuing at a robust pace is "City Lights" at the Globe where the third week's income is figured at $22,000. "The Third Man" at the Victoria is holding up steadily with $23,000 indicated for the 12th week. The consistent box-office showing which "Third Man" has made to date resulted in a decision yesterday to hold the film at least another two months. "Guilty of Treason" is moderate at the Mayfair where the second week's income is estimated at $11,000.

"Love Happy" promises about $15,000 in a good third and final week at the Criterion; it will be followed by "D. O. A." on Saturday. "Nancy Goes to Rio" might reach $8,500 in a sluggish third week at the State. Still on the profit side, "Tight Little Island" should do about $4,000 in a 17th week at the Trans Lux. "A Run for Your Money" is likely to give the Park Avenue about $5,000 in a fair third week. Going on and on, "The Red Shoes" is figured to gross $7,500 for a 78th week at the Bijou; this represents good money. "The Fallen Idol" should provide the Sutton with an estimated $5,500 in an adequate 23rd week.

Drive to Honor Mochrie

RKO Radio's field force, in behalf of the 1950 "Ned Depinet Drive," has set aside the four-week period May 26-June 22, in honor of Robert Mochrie, sales vice-president.



This is the Sign of

M·G·M's "TERRIFIC TEN"

While the entire industry is talking about M-G-M's "ANNIE GET YOUR GUN," and the eyes of the industry watch its coming Special Pre-release Engagements, Leo electrifies the industry with the announcement of M-G-M's "TERRIFIC TEN" in a series of Trade Shows!

IMPORTANT NOTE!

This chart gives you the city, the screening room, the address and the time.

CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2:30 P.M.*
DENVER	Paramount Screen Room	2100 Stout Street	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1 P.M.
DETROIT	‡Max Blumenthal's Sc. Rm.	2310 Cass Avenue	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1:30 P.M.
LOS ANGELES	U. A. Circuit Screen Room	1851 S.Westmoreland	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2 P.M.
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1:30 P.M.
NEW YORK-N. J.	M-G-M Screen Room	630 Ninth Avenue	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	1 P.M.
WASHINGTON	20th-Fox Screen Room	932 New Jersey, N. W.	2 P.M

SEE NEXT PAGE FOR TITLES OF "TERRIFIC TEN" AND TRADE SHOW DATE OF EACH

* **Dallas**—*"The Skipper Surprised His Wife" and "The Happy Years" at 10:30 A.M. All other pictures at 2:30 P.M.*

‡ **Detroit**—*"Asphalt Jungle," "Stars In My Crown," "Devil's Doorway" and "Three Little Words" at 20th-Fox Screen Room, 2311 Cass Avenue. All other pictures at Max Blumenthal's Screen Room.*

Metro-Goldwyn-Mayer proudly announces a series of

SAY IT WITH PICTURES" TRADE SHOWS!

Iillions of dollars in BIG, STAR-BRIGHT M-G-M pictures. One right after nother. M-G-M's "TERRIFIC TEN" will bring joy to showmen's hearts. As sual, it is M-G-M that comes through with pictures, just when this industry eeds that M-G-M shot-in-the-arm!

MAY 4 — "THE ASPHALT JUNGLE"

MAY 9 — "FATHER OF THE BRIDE"

MAY 10 — "THE SKIPPER SURPRISED HIS WIFE"

MAY 11 — "STARS IN MY CROWN"

MAY 12 — "DEVIL'S DOORWAY"

MAY 16 — "MYSTERY STREET"

MAY 23 — "ANNIE GET YOUR GUN" *(Technicolor)*

MAY 24 — "THE HAPPY YEARS" *(Technicolor)*

JUNE 13 — "DUCHESS OF IDAHO" *(Technicolor)*

JUNE 23 — "THREE LITTLE WORDS" *(Technicolor)*

nd plenty more Big ones where M-G-M's "Terrific Ten" come from!

(Don't Relax Until We Axe The Movie Tax!)

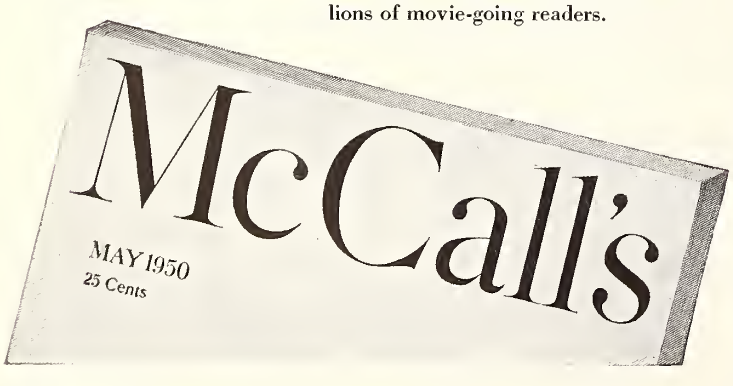
Aren't You Overlooking Something?

Papa picks up the tickets, but Mama picks the picture. For this is Mama's "night out." If Papa had *his* way, he'd stay home and read the newspaper—or watch the fights on television.

To have more Papas pick up the tickets for your pictures, it's up to you to reach more Mamas with your advertising. McCall's is the proper place to do this—traffic-wise and cost-wise.

For with its new editorial formula, introduced in the March issue, women are now reading McCall's more thoroughly than ever before. That means they'll pay more attention to your message, too. If you haven't seen a McCall's representative recently, better see one soon.

NO OTHER PUBLICATION in the field has so consistently, year after year, recognized the importance of the motion picture industry to its millions of movie-going readers.



The Magazine Close to 4,000,000 Women

WORKERS GIVE A PITCH TO BOS WHO STARTED TO GIVE THEM ON

H. J. Williams Named In Percentage Suits

OXFORD, Miss., April 25.—Homer J. Williams, operator of the Grenada and Pix theatres in Grenada, Miss., was named as defendant in four percentage actions filed here by Columbia, Universal, Loew's and Warner, each filing a separate suit.

Complaints allege damages due to under-reporting receipts on percentage pictures. The law firm of Wells, Wells, Newman and Thomas of Jackson are the attorneys for each distributor, with Sargoy and Stein, New York, of counsel.

$325,000 to Promote Kramer's 'The Men'

With an advertising and promotion campaign keyed to the level of its world-premiere booking at Radio City Music Hall in mid-July, Stanley Kramer's new film, "The Men," will be backed by a top-level ad-exploitation budget of $325,000, it was announced here by Howard LeSieur, director of advertising-publicity for United Artists, and George Glass, vice-president of Stanley Kramer Productions.

The budget also provides for a special field force to be recruited in New York.

Set Committee for Allied States Meet

WASHINGTON, April 25.—A five-man committee has been named by Allied States Association to oversee preparations for Allied's 1950 convention in Pittsburgh this fall. The committee consists of Trueman Rembusch, Charles Niles, William Ainsworth, Stanley Kane, and Abe Berenson.

MGM Shifts Department

Dr. Leo A. Handel, director of the Motion Picture Research Bureau, yesterday announced the transfer of the headquarters of his organization from New York to Los Angeles. Dr. Handel's current contract with Metro-Goldwyn-Mayer, which expires at the end of April, provided for the exclusive services of his bureau and the future arrangement with M-G-M will permit him to conduct research studies for other clients in addition to M-G-M.

Schary Assigns Deutsch

HOLLYWOOD, April 25.—Dore Schary vice-president in charge of production at M-G-M, has assigned Helen Deutsch, novelist and magazine writer, to write the script for "The Plymouth Adventure," a novel by Ernest Gelber which Schary will produce with William Wellman directing. The novel is the May selection of the Literary Guild. Miss Deutsch is in New York on vacation.

Coy 'Not Available'

WASHINGTON, April 25.—Federal Communications Commission Chairman Wayne Coy said today he did not expect to be "available for reappointment" after his present term ends on June 30, 1951.

MINNEAPOLIS, April 25.—In a t of circuit cities, which started out a pitch for better box-office busi during its annual May-June dr Minnesota Amusement Co. presid Harry B. French has comp[illegible] a ries of conferences with 1,800 ployes which wound up with a s prise angle to the pitch. Always le ing on optimism, French and Cha Winchell, Maco vice-president, star the tour to arouse enthusiasm in t atre employes who, they fear might have become imbued with p simistic reports of TV competiti some low quality pictures and e nomic and unemployment dang What they encountered was 1,800 ployes reversing the tables and giv the Maco executives a pitch on ent siasm, confidence in forthcoming pr uct and glowing hopes for record b office grosses. So they all got in act and French reported the respo at each meeting was "nothing sh of terrific."

French told the Maco employes wasn't "afraid" of TV competition, considered it a challenge to the mot picture industry. He said the circ expects to use TV to the limit.

Rathvon Group Set British Musical

LONDON, April 25.—Marcel H man, independent producer, has co pleted negotiations with Robert Cl of Associated British Picture Co for production of "Happy Go Love Technicolor musical to be direc by Bruce Humberstone and starr David Niven, Vera Ellen and Ce Romero.

Shooting starts May 3 at ABP Elstree studio. The deal was through N. Peter Rathvon's prod tion financing group, who reporte will have Western Hemisphere d tribution rights. Associated Briti Pathe will handle distribution in Eastern Hemisphere.

Exhibitors Set Wor Parley on Televisio

LONDON, April 25.—The Cinema graph Exhibitors Association has cepted an invitation to send repres tatives to an international assem to "discuss the problem of televis and its consequences on cinematogr exhibition."

The assembly, sponsored by Belgium Cinematograph Associati will be held in Paris, May 9-11. Cl officers and Leslie Knopp, the As ciation's technical adviser, will atte

'Outlaw' at RKO Theatr

Howard Hughes' "The Outla has been booked to play the ent RKO Metropolitan circuit start Thursday, May 4. This RKO Ra release will play all RKO theat in Manhattan, Bronx and Westches starting May 4 through May 8. C week later, May 11 through May "The Outlaw" will play all RKO th atres in Brooklyn, Queens and Lo Island.

New Canadian Society

OTTAWA, April 25.—Formation the Canadian Film Institute, wh will merge the National Film Soci and other similar organizations, h been announced by Gordon Adams executive officer of NFS.

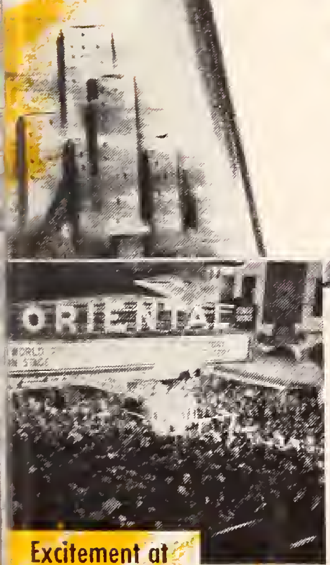
THE PICTURE WITH THAT

Extra Exploitation SOCK!

NEWSPAPERS TIED IN WITH THE NATIONAL GOLDEN GLOVES TOURNAMENT BLANKET THE COUNTRY! . . .
There's one in your territory!

No picture in years has had as much guaranteed local newspaper co-operation as . . .

THE GOLDEN GLOVES STORY



Excitement at World Premiere, ntal Theatre, Chicago

Central National Pictures presents

JAMES DUNN in "THE GOLDEN GLOVES STORY"

A CARL KRUEGER PRODUCTION with ARCH WARD • KEVIN O'MORRISON • KAY WESTFALL • TONY ZALE and Introducing DEWEY MARTIN and GREGG SHERWOOD • Screenplay by John Ansen and Felix Feist • Based on a story by D. D. Beauchamp and William F. Sellers • Associate Producer SHERMAN A. HARRIS • Produced by CARL KRUEGER • Directed by FELIX FEIST

An EAGLE LION FILMS Release

EAGLE LION FILMS

Hints Phonevision Suit to Get Films

Chicago, April 25.—Asserting that the public has as much right to see motion pictures on television for a fee as in a theatre, John R. Howland, Zenith executive, told the Society of Motion Picture and Television Engineers that film companies cannot legally refuse their films for Phonevision tests here in Chicago. The inference was that Zenith was prepared to wage a legal battle to obtain product for the tests.

SMPTE Board Elects Two

CHICAGO, April 25.—The Society of Motion Picture and Television Engineers' board of directors met here today and elected Frank Carlson, of General Electric at Cleveland, and Malcolm G. Townsley, Bell and Howell engineer, as members of the board. The vacancies resulted from the adoption of a new constitution last January, which expanded the size of the board.

The board also voted to hold the next semi-annual convention, SMPTE's 68th, on Oct. 16-20 at Lake Placid, N. Y.

Meanwhile, the convention proper, meeting here since yesterday at the Hotel Drake, continued to hear technical papers and reports covering the wide field of motion picture and television engineering.

Film Image Mixed

Wallace V. Wolfe, president of Motion Picture Research Council, Hollywood, presented today a paper written by Wayne R. Johnson of KFI-TV, describing the experimental development of an all-electronic system for mixing the images of a foreground subject with a different background picture without superimposing the images or using a projected background.

In this method, two TV cameras automatically divide the job of sending out subject and background. The changes from one camera to the other are controlled by a vacuum tube switch which shifts the transmitter from the output of one camera to the output of the other camera in one/ten-millionth of a second. The subject is televised in front of a brightly lighted white backdrop, while background scene may be taken from film or slide in the camera.

Discuss Closed Networks

Establishment of far-reaching closed television networks, primarily for the mass training for armed forces personnel, but also encompassing possible needs for civilian defense instruction and industrial training is foreseen as an outgrowth of television training studies which have been conducted by the U. S. Navy since early in 1946, it was disclosed by E. Arthur Hungerford, Jr., director of television projects, Port Washington,. New York. He described the most extensive experiment in mass education by television that has been undertaken.

Among exhibits at the convention is RCA's demonstration of its portable magnetic recording system and its new industrial television system.

Review

"Sierra"

(*Universal-International*)

A STURDY production treatment has been given the traditional Western in "Sierra." The tried-and-true story has been embellished by Technicolor, a cast headed by Audie Murphy and Wanda Hendrix, and a lot of amiable balladeering by Burl Ives. The picture has been packaged for popular appeal and it looks well in its class.

Murphy portrays a young, quick-triggered lad who for many years has lived in a mountain hideaway with his father, Dean Jagger, who is wanted by the authorities for a murder which actually he never committed. One day Miss Hendrix stumbles upon the hideaway and thereby creates a problem. She falls in love with Murphy and through her indirectly the authorities eventually learn about Jagger's hiding place. Another aspect developed in the screenplay, written by Edna Anhalt, concerns the deadly rivalry between Murphy and Richard Rober, the latter being a villain out to "get" Murphy. He steals Murphy's horses and when Murphy tries to get them back, he is thrown into jail to face hanging. The customary sequences follow, which means there is an escape, some hard riding, fisticuffs and gunplay. A grand climax involves a stampede, and after the dust is cleared, Jagger is proven guiltless and Murphy is vindicated, both through the earnest endeavors of Miss Hendrix.

The principals give competent performances, Ives as a genial vagabond popping in and out of scenes welcomely. Michael Kraike produced and Alfred E. Green directed.

Running time, 83 minutes. General audience classification. Set for May release.

MANDEL HERBSTMAN

Johnson, Policing

(*Continued from page 1*)

(R., Wis.). The letter was simultaneously an answer to Wiley's Senate defense of the industry, an invitation to Wiley to be the initial witness at the Senate hearings on May 15, and a renewal of Johnson's attacks on Hollywood.

Johnson said he agreed with Wiley that "Federal censorship is not the most desirable answer."

"No one in this Senate is more opposed to regimentation than I," he said. "However, the virtue of my bill is that it presents the most drastic solution of the problem and permits full exploration of the legal and public interest questions involved. That is the underlying purpose of the hearing. Frankly, I have under consideration two other approaches which, I am assured by able Constitutional lawyers, are not only sound legally but may prove more effective and would avoid obnoxious Federal censorship repugnant to Americans."

Johnson would not elaborate on the new approaches. The only indication was a statement that "it would be so much better if the industry itself would recognize its own tremendous responsibilities to the people of America and do its own policing."

Wiley Acknowledges "Love Note," Will Be a Witness

WASHINGTON, April 25.—Senator Wiley issued an immediate reply to what he termed Sen. Johnson's "love note," declaring he would be happy to appear as initial witness at the Senate hearings. He said he hoped that Johnson's alternative suggestions would "indeed fulfill his statement as to legality and constitutionality."

While Wiley reaffirmed his earlier statements that "immorality in motion picture actors, or anyone else, is a shocking matter," the Wisconsin Republican said that "I do not believe in anyone's misleading the American public into believing there is allegedly nothing but sin in Hollywood." Pointing out that several Congressmen recently have been convicted of illegal actions, Wiley said, "That is no reason why 531 Congressmen and Senators should be licensed any more than actors should be licensed because of one or two disgraceful members."

TVA Pact Talks

(*Continued from page 1*)

benefit the entire Associated Actors and Artistes of America, including the Screen Actors," George Heller, Television Authority executive secretary, declared here. Television Authority is a superstructure of the Four-A's. It is empowered by the Four-A's to negotiate contracts for both film and "live" television talent, and is vigorously opposed by SAG as an invader on the latter's jurisdiction concerning film talent for television.

Heller called for an "adult understanding" of the situation by SAG, and contended that the National Labor Relations Board "will make the final determination." The jurisdictional "war" which has gotten under way has been regarded by SAG as a factor which could "doom" the existence of the Four-A's, the AFL talent union to which the SAG, Screen Extras Guild, and the Eastern stage and radio actors' guilds belong.

Heller deplored the "setting of actor against actor" with the waging of a jurisdictional "war."

SIMPP Financing

(*Continued from page 1*)

on May 2, he told MOTION PICTURE DAILY today, and he will not disclose them until that time. If the project is completely worked out by then, as he now anticipates it will be, a second meeting will be held on the following day with other independents who are not SIMPP members invited to attend, "because we want to help them, too," he said. Arnall is continuing negotiations with Eastern principals in the project by long distance phone.

Palsy Drive

(*Continued from page 1*)

headed by Mrs. Chester A. Bowles, wife of the Governor. Extensive plans are in motion for a typical Hollywood premiere, with lights, bands, parades, and the presence of prominent dignitaries. A percentage of premiere proceeds will go to the May Cerebral Palsy Fund Drive.

Within 10 days of the premiere, "Colt .45" is scheduled to open in over 200 situations in New England.

CBS Wants to Buy Coast Film Studio

James Mulvey, president of Samuel Goldwyn Productions, yesterday declined to comment on a report that William Paley, board chairman of Columbia Broadcasting, has sought to negotiat[illegible] the purchase of the Gol[illegible]n studio on the Coast.

Film industry sources indicated yesterday that Paley would like to acquire either the Goldwyn, General Service or Nassour Brothers Hollywood studio for conversion into a CBS television studio.

Lowest Scales, To Attendance—in N.

Maintenance of one of the low average admission prices was given a visiting New Zealand theatre op ator yesterday as the principal reas for the highest known comparat theatre attendance in the world.

Trevor Townsend, general manag of the Kerridge Circuit of 127 th tres in New Zealand, said that average admission, maintained wi out change for more than 20 years, 18 cents in New Zealand theatr The average attendance is 28 tin per year for every one of the countr 3,750,000 people.

Townsend arrived here from West Coast this week. He will lea here by plane on Friday for Lond to attend the British Industries F He was the guest of Harold Auten United Artists at a luncheon at Lotos Club here yesterday, with tr press representatives.

The New Zealand circuit opera believes that keeping the public in habit of movie-going is the basic w of all exhibitors and that low adn sion prices, uniformly maintained, essential to preservation of the mov going habit. Compared with the av age admission price of 18 cents New Zealand, the top price there approximately 50 cents, including seven-cent tax.

The circuit uses about 350 pictu per year, Townsend said, about 50 which are British and most of the mainder are American.

Ascap's 1949 Take

(*Continued from page 1*)

part, last year was the new source revenue provided by telecasters increases from other sources.

Ahlert stated further that inco from television in the first quarter this year is near the total amo from video in all of 1949. Prospe for 1950 are further enhanced by fact that film producers have b added to Ascap revenue sources.

Special counsel Robert Patters general attorney Herman Finkelst and Louis Bernstein, chairman of executive committee, also addres the meeting, discussing changes association articles and new wri classification methods which h been made to bring Ascap in confor ity with its recently amended cons decree. The Ascap membership comprised of 2,119 writers and publishers, a total of 2,521.

The membership business sess was followed by the annual As banquet, also at the Plaza, last nig

World's Greatest Theatre Picks

"HITEX"

WHEN YOU BUY PROJECTOR CARBONS—BUY "NATIONAL"!

"NATIONAL" Projector Carbons!

RADIO CITY
RADIO CITY Music Hall
RADIO CITY Music Hall RADIO CITY
RADIO CITY

Radio City Music Hall must have the best. Its projection standards are as high as any in the world. When the management of this great theatre chose "National" "Hitex" Super High Intensity projector carbons, that was a most able commentary on the quality of this product.

"National" "Hitex" Super High Intensity carbons give brighter light . . . better quality light . . . last longer . . . and operate ***with freedom from condenser pitting.*** These carbons are the finest and most efficient producers of brilliant light ever produced by man for motion-picture projection.

For complete details, write to Dept. MP.

The terms "Hitex" and "National" are trade-marks of
NATIONAL CARBON DIVISION
UNION CARBIDE AND CARBON CORPORATION
30 East 42nd St., New York 17, N. Y.
District Sales Offices:
Atlanta, Chicago, Dallas, Kansas City,
New York, Pittsburgh, San Francisco

Vote to Kill Rawstock Tax

WASHINGTON, April 25.—The House Ways and Means Committee today tentatively voted to eliminate the 15 per cent tax on raw stock. The change, which would save film companies an estimated $15,000,000 a year, was proposed by Rep. King (D., Cal.).

Last week, the committee voted to cut the tax to 7½ per cent, then changed its mind and cut it only to 10 per cent. That change would apply to all film. Today King proposed tax-free treatment for film of certain widths or length, tailor-made to take in only raw stock, and the committee agreed. The decision could be reversed later.

Tax Vote

(*Continued from page* 1)

cent to 10 per cent was the mildest relief discussed at today's meeting. Other suggestions tossed around included complete repeal, repeal of the tax for tickets costing less than 21 cents and reduction to 10 per cent on tickets costing more than 21 cents, repeal of the tax on tickets costing less than 41 cents and reduction to 10 per cent on higher priced tickets, and repeal on tickets costing less than 75 cents and reduction to 10 per cent or leaving the tax unchanged on tickets costing more than 75 cents.

Much of today's discussion centered on the likely revenue loss from the various proposals. Complete repeal would lose $395,000,000, Committee experts said, while repeal under 75 cents and reduction to 10 per cent over 75 cents would cost $313,000,000. The same deal with 41 cents the dividing line would cost about $250,000,000, they estimated.

Members said there was no question some reduction would be made—that the only question is how much.

Rep. Young (D., O.), who has been one of the outstanding leaders in the Committee in the fight for tax repeal, read members a letter from Frank W. Huss, Jr., head of Associated Theatres of Cincinnati. Huss wrote that at his two theatres last year he paid $24,000 in Federal and city admission taxes, but lost $1,000 on his year's operations.

O'Donnell Out

(*Continued from page* 1)

America, the post now held by Sam Pinanski.

It is understood that Karl Hoblitzelle, president of the Interstate Circuit of Texas and O'Donnell's partner, insisted that the Variety leader could not be the active head of two national organizations at the same time. The fact that O'Donnell today decided not to run suggests that some internal arrangement has been made to assure his election to the presidency of TOA, should he bid for the post.

The withdrawal leaves the race wide open to Marc Wolf of Indianapolis, and Jack Berensin, of Philadelphia. Pre-convention electioneering here tonight was proceeding at fast and furious pace, with the final outcome very much in doubt.

Review

"The Secret Fury"

(*Skirball-Manning—RKO Radio*) *Hollywood, April* 25

THE Jack H. Skirball-Bruce Manning thoroughness and attention to detail are in full display in this psychological melodrama beamed directly at the followers of this type of subject. By getting their picture off on a high comedy level reminiscent of their successes in that field, they achieve by force of contrast an augmented suspense and impact in the melodramatic main body of the story, which takes the audience into an asylum where ways and means of treating the mentally ill are shown in interesting and informative detail without impeding the plot development. With Claudette Colbert, Robert Ryan, Jane Cowl and Paul Kelly as names for the marquee, the attraction figures to draw the type of picturegoer for whom it is designed and to satisfy him fully.

The script, by Lionel Houser, from a story by Jack R. Leonard and James O'Hanlon, opens on a society wedding with Miss Colbert and Ryan about to take their vows when a stranger in the assemblage shouts the charge that Miss Colbert recently married another man in an adjacent town. Although she denies it, and Ryan believes her, a check-back turns up legal proof of such a marriage, which is supported by testimony of the justice of the peace who performed the ceremony, by a maid at a hotel, and finally by the man she is shown to have wed. Although she cannot accept any of this as true, she knows she has had brief mental lapses, following a nervous breakdown, and cannot recall altogether clearly what she did on the day of the supposed wedding. When her supposed husband is killed, she is charged with the murder, and when she breaks down on trial her attorney pleads not guilty by reason of insanity and she is sent to an asylum, where she retreats into an imaginary world. Ryan, still unconvinced, finally unearths evidence tending to disprove that a wedding took place, catches the killer of the hotel maid, who in turn dies before he can be made to testify, but it is Miss Colbert who, escaping from the asylum, figures out who it was that framed the evidence of the wedding, confronts him with the charge, and is reunited with Ryan after an exciting finale in which the guilty party is killed. Direction is by Mel Ferrer.

Running time, 85 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

British Pact Talks May 15

(*Continued from page* 1)

gates were mentioned in the announcement it was learned that James A. Mulvey, president of Samuel Goldwyn Prod., who aided Johnston in negotiating the present remittance agreement in London two years ago, has a reservation, with Arnall, to leave New York on the *Queen Mary* on May 9 for England.

Johnston probably will leave for London by plane a few days after that as he plans to attend the Chicago meeting to organize the Council of Motion Picture Organizations on May 8, which may run into a second day. Obviously, however, he will not be here for the proposed May 15 hearing on Senator Edwin C. Johnson's bill to license motion picture people, if the hearing is held as scheduled.

The MPAA announcement said the talks would be "about the state of the Anglo-American film agreement." This indicates, MPAA officials said, that despite the shortness of time remaining, the industry still hopes to be able to stick to its original plan of having Johnston and Arnall sound out the British and then report back to the film companies. A full-scale bargaining committee, consisting of Johnston, Barney Balaban, Nicholas M. Schenck, Joseph Hazen, Spyros P. Skouras and Ned E. Depinet, for the MPAA, and Arnall, Mulvey and possibly others for the SIMPP, would return to London thereafter for the actual renegotiation of the agreement.

However, trade circles surmised that if a quick agreement could be reached at the first meeting, Johnston and Arnall would be authorized to conclude the arrangements on the spot, thus eliminating the necessity for a more elaborate subsequent meeting.

The present agreement calls for review before June 13, although basically it continues in effect for another two years. Should no agreement be reached by June 13, presumably existing provisions would continue in effect until negotiations could be concluded.

The uncertain position and tenure of office of Britain's Labor government also color the picture. Should the Labor government fall on the coming test of the budget in Parliament, or on some subsequent test, new negotiators on the British end would be named. Thus new issues might be raised in the negotiations, some of which might be of time-consuming character.

The remittance agreement now allows U. S. companies to take from the United Kingdom only $17,000,000 a year, plus an amount equal to the earnings of British films in the U. S. All other earnings in the U K must be used for producing films there or for certain other permitted activities, or must remain frozen.

American companies hope to boost the $17,000,000 figure, but British Board of Trade president Harold Wilson has said he hopes to whittle the figure down.

57 Rated

(*Continued from page* 1)

by these groups to approximately one out of every eight motion pictures shown last year in the United States.

An analysis of 22 published "best films" lists shows that 57 feature films—48 of them American—achieved the critical distinction.

The survey of the lists of outstanding pictures were made by Arthur DeBra, director of community relations of the Motion Picture Ass'n.

$48,000 Back Pa
For WB 'Collarites'

Two-year, seven per cen
pay raise contract about t
be closed between IATS
Motion Picture Home Offic
Employes Local No. H-6
here and Warner, co[illegible]in
500 home office "white [illegible]ar
workers, will provide [illegible] fo
retroactive pay totallin
$48,000, it was reported her
yesterday by H-63 executiv
vice-president Russell Moss.

Retroactive to last Septem
ber, the new wage agreemen
will run to August 31, 1951.

Arbitration

(*Continued from page* 1)

Fox sale chief is regarded
being in a position to gath
added backing for the Rodge
proposal.

There is some possibility, howe
that outright opposition to the pr
sal will come from the ranks of
hibitor representatives at the Ma
meeting for the organization
COMPO in Chicago. Pointing to
is the comment made here by T
Allied president Harry A. Cole
it seemed to be settled at the COM
pre-organization meeting in Chi
last fall that trade practice ma
were to be excluded from COM
activity. Cole, a leader in nati
Allied, which will be represente
the May 8 parley, is in New Y
with the Allied flat rentals comm
for conferences with sales heads
week.

Hopes Idea Acceptable

Rodgers, in making his recomm
dation on Monday, said he h
COMPO could be organized so a
embrace arbitration activity de
the original intention not to inc
trade practices within its orbit.
believes that at any rate COM
eventually may have to concern
self with trade practices.

Theatre Owners of America's
sition on the Rodgers' proposal, w
the Loew's executive said he will
forth at the May 8 meeting, was
determinable yesterday since key T
officials were either out of town
otherwise unavailable for comm

Arbitration Hearin

(*Continued from page* 1)

clearances and availabilities in
Bridgeport-Stratford, Conn., area
Elmwood Theatre Corp. Fa
agreed to arbitrate the Elmw
clearance action filed over a year
in U. S. District Court in Con
ticut, against five majors. The
voluntary arbitration engaged in
year between exhibitor and distr
tor, the case is regarded as un
in that it may be the forerunne
a number of arbitration cases ha
as arbitrators persons with a film
dustry background.

The following attorneys have
requested to attend the hearing: M
roe E. Stein, Elmwood; Sta
Thompson, Loew's; Harry Pims
RKO Radio; Samuel Brovern
Paramount; Charles Young, 2
Fox; Morris Ruffman, Warners,
Herman M. Levy and Herbert
MacDonald, representing interven

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
Mar. 19	(Mar. Releases) THE PALOMINO (Color) Jerome Courtland O—73 min. (Rev. 2/2/50) BLONDIE'S HERO Penny Singleton Arthur Lake C—67 min.	(Mar. Releases) THIRD MAN Joseph Cotten Valli D—104 min. (Rev. 1/31/50) GLASS MOUNTAIN Valentine Cortesa M-D-90 min. (Rev. 1/13/50)	CONSPIRATOR Robert Taylor Elizabeth Taylor D—87 min. (Rev. 2/7/50)		(Mar. Release) PAID IN FULL Robert Cummings Lizabeth Scott D—105 min. (Rev. 12/22/49)	TWILIGHT IN THE SIERRAS (Color) Roy Rogers O—67 min. (Rev. 4/3/50) HOUSE BY THE RIVER Louis Hayward D—88 min. (Rev. 3/24/50)	TARZAN AND THE SLAVE GIRL Lex Barker D—74 min. (Rev. 3/21/50)	(Mar. Releases) MOTHER DIDN'T TELL ME Dorothy McGuire Wm. Lundigan C-D—88 min. (Rev. 2/1/50)	QUICKSAND Mickey Rooney Peter Lorre D-79 min. (Rev. 2/28/50)	(Mar. Releases) THE KID FROM TEXAS (Color) Audie Murphy Gale Storm D—78 min. (Rev. 2/23/50) BUCCANEER'S GIRL (Color) Yvonne DeCarlo Philip Friend D—77 min. (Rev. 3/1/50)	PERFECT STRANGERS Ginger Rogers Dennis Morgan D—88 min. (Rev. 2/28/50)
Mar. 26	BODYHOLD Willard Parker Lola Albright D—63 min. (Rev. 1/13/50)	THE GREAT RUPERT Jimmy Durante Tom Drake C—87 min. (023) (Rev. 12/30/49)		SQUARE DANCE KATY Jim Davis Vera Vague		CODE OF THE SILVER SAGE Alan Rocky Lane O—60 min. (Rev. 4/13/50)		UNDER MY SKIN John Garfield Micheline Prelle D—86 min. (Rev. 3/10/50)		OUTSIDE THE WALL Marilyn Maxwell Richard Basehart D—80 min. (Rev. 2/6/50)	(Color) BARRICADE Ruth Roman Dane Clark Raymond Massey D—75 min. (918) (Rev. 3/7/50)
April 2	(April Releases)	BOY FROM INDIANA Lon McCallister Lois Butler D—66 min. (Rev. 3/29/50) THE FIGHTING STALLION Bill Edwards Doris Merrick D—62 min.	YELLOW CAB MAN Red Skelton Gloria De Haven C—85 min. (Rev. 2/17/50)			HARBOR OF MISSING MEN Richard Denning D—60 min. (Rev. 4/21/50) VANISHING WESTERNER Monty Hale D	THE CAPTURE Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50) THE GOLDEN TWENTIES (March of Time Documentary) 68 min. (Rev. 3/17/50)		CHAMPAGNE FOR CAESAR Ronald Colman Celeste Holm D-C—99 min. (Rev. 2/7/50)		
April 9	WOMAN OF DISTINCTION Rosalind Russell Ray Milland C-D—85 min. (Rev. 2/24/50) MILITARY ACADEMY Stanley Clements D—76 min. (Rev. 4/24/50)	FORBIDDEN JUNGLE Don Harvey Forrest Taylor D	SIDE STREET Farley Granger Cathy O'Donnell D—83 min. (Rev. 12/23/49)	GUN ROAR IN ROCKHILL Whip Wilson O	(April Releases) RIDING HIGH Bing Crosby Coleen Gray D-M—112 min. (4917) (Rev. 1/9/50)			(April Releases) (Color) CHEAPER BY THE DOZEN Jeanne Crain Clifton Webb C—85 min. (Rev. 3/27/50)		(April Releases)	STAGE FRIGHT Jane Wyman Marlene Dietrich Michael Wilding D—110 min. (Rev. 2/23/50)
April 16	CARGO TO CAPETOWN Broderick Crawford Ellen Drew D—80 min. (Rev. 3/31/50)	(April Releases) THE PERFECT WOMAN Patricia Roc Stanley Holloway D—87 min. (015)	THE OUTRIDERS Joel McCrea Barry Sullivan O—93 min. (Rev. 3/6/50)	MYSTERY AT THE BURLESQUE Garry Marsh D—58 min. (Rev. 4/24/50)	CAPTAIN CAREY, U. S. A. Alan Ladd Wanda Hendrix D—83 min. (4918) (Rev. 2/21/50)	WOMEN FROM HEADQUARTERS Robert Rockwell D	WAGONMASTER Ben Johnson Harry Carey, Jr. O—86 min. (Rev. 4/6/50)	(Color) WABASH AVENUE Betty Grable Victor Mature Phil Harris M-D—92 min. (Rev. 3/31/50)	D. O. A. Edmond O'Brien Pamela Britton D—83 min. (Rev. 1/4/50)	MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C—70 min. (Rev. 3/29/50) ONE WAY STREET James Mason Marta Toren D—79 min. (Rev. 4/12/50)	
April 23	TYRANT OF THE SEA Rhys Williams Ron Randell D—70 min. OUTCAST OF BLACK MESA Charles Starrett O	KIND HEARTS AND CORONETS Dennis Price Valerie Hobson D		JIGGS AND MAGGIE OUT WEST Joe Yule C—66 min. (Rev. 3/22/50)							THE DAUGHTER OF ROSIE O'GRADY (Color) June Haver Gordon MacRae M-104 min. (920) (Rev. 3/29/50)
April 30		KILL OR BE KILLED Lawrence Tierney George Coulouris D	REFORMER AND THE REDHEAD June Allyson Dick Powell D—90 min. (Rev. 3/8/50)	WEST OF WYOMING Johnny Mack Brown O—57 min.		SALT LAKE RAIDERS Alan Rocky Lane O	THE WOMAN ON PIER 13 Laraine Day D-73 min. (Rev. 9/21/49)		JOHNNY ONE EYE Dolores Moran Wayne Morris Pat O'Brien D—78 min.		
May 7	(May Releases) NO SAD SONGS FOR ME Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50)		PLEASE BELIEVE ME Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)				THE SECRET FURY Claudette Colbert Robert Ryan D				THE DAMNED DON'T CRY Joan Crawford David Brian D—103 min. (921) (Rev. 4/6/50)
May 14	FRIGHTENED CITY Charles Korvin Evelyn Keyes D KILL THE UMPIRE William Bendix Una Merkel C	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D WINSLOW BOY Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	SHADOW ON THE WALL Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)		(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	ROCK ISLAND TRAIL (Color) Forest Tucker O—90 min.		(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)	SO YOUNG SO BAD Paul Henreid Catherine McLeod D	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	
May 21	COWTOWN Gene Autry O—70 min. BEAUTY ON PARADE Robert Hutton D—66 min. (Rev. 3/23/50)	THE GOLDEN GLOVES STORY James Dunn Kay Westfall D—76 min. (Rev. 4/24/50)	THE BIG HANGOVER Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)					THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)		I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	COLT .45 (Color) Randolph Scott Ruth Roman D—(922)
May 28	CUSTOMS AGENT William Eythe D—72 min. (Rev. 4/13/50)		ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min.			HILLS OF OKLAHOMA Rex Allen O			THE WHIPPED Dan Duryea Gale Storm D—89 min.		

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: March)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: March)

FILM CLASSICS

FOUR DAYS' LEAVE
Cornel Wilde
D—98 min.
(Rev. 3/23/50)
(Release: March)

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: March)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: April)

CONGOLAISE
(Documentary)
(Release 4/17/50

GOOD TIME GIRL
Jean Kent
D
(Release 5/11/50)

LIPPERT

EVERYBODY'S DANCIN'
M
(Rev. 4/14/50)
(Release: 3/31)

WESTERN PACIFIC AGENT
D—65 min.
(Release: 3/17)
(Rev. 3/23/50)

COLORADO RANGER
O
(Release: 4/21)

HOSTILE COUNTRY
James Ellison
O
(Release: 3/24)

MARSHAL OF HELDORADO
O
(Release: 4/7)

OPERATION HAYLIFT
Bill Williams
D
(Release: 4/25)

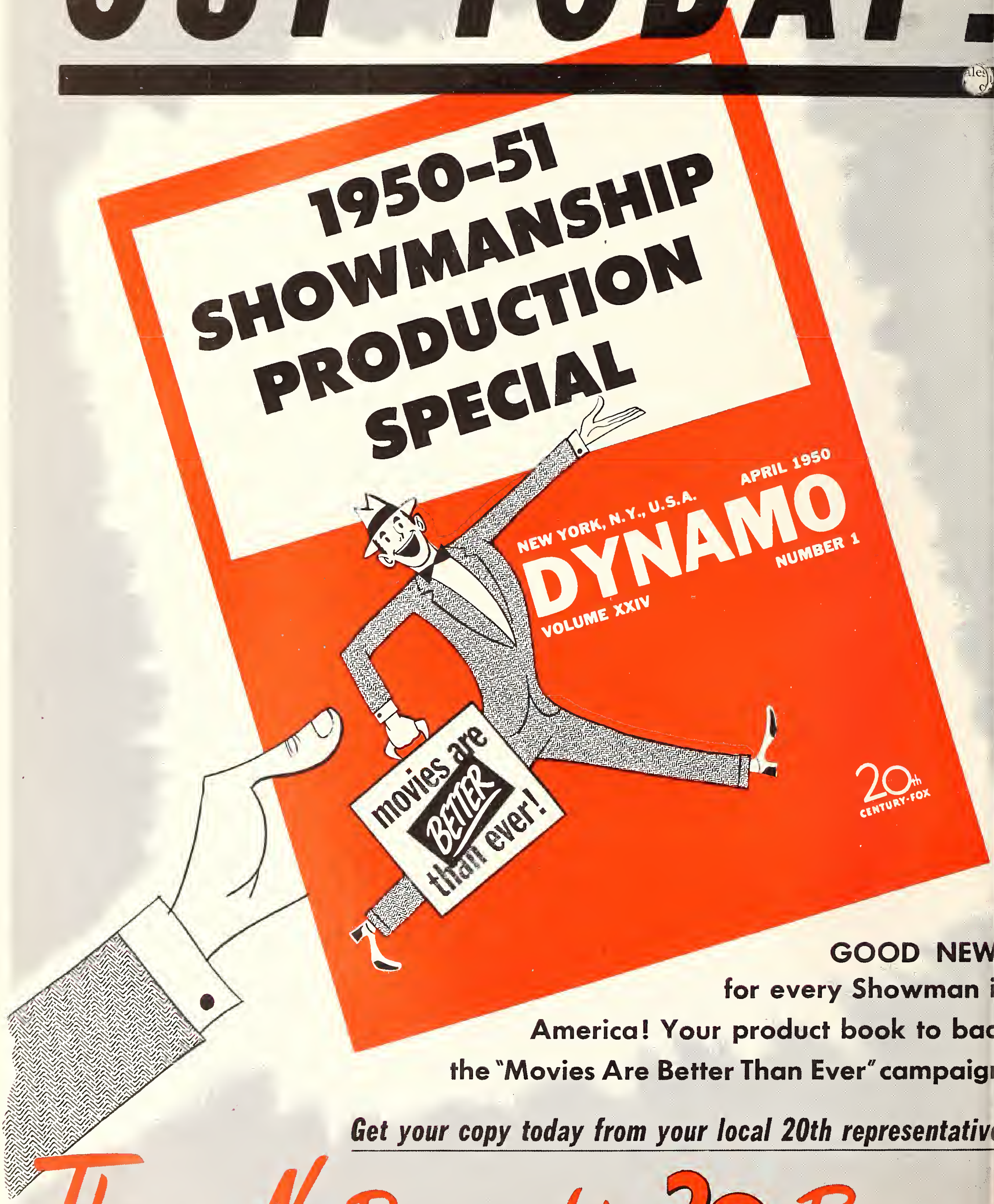
CROOKED RIVER
J. Ellison
D
(Release: 5/5)

HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

FAST ON THE DRAW
J. Ellison
D

[*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*]

OUT TODAY!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67. NO. 81 NEW YORK, U. S. A., THURSDAY, APRIL 27, 1950 TEN CENTS

Committee Votes 50% Cut in Admission Tax

Action By House Ways and Means Group Is Tentative Only; Myers Calls for COMPO Campaign for Complete Repeal in Senate

WASHINGTON, April 26.—The House Ways and Means Committee today voted to cut the Federal admission tax from 20 per cent to 10 per cent.

The vote was tentative and the tax relief could be increased or reduced by the committee later. Committee members predicted that if anything the cut would be larger.

Abram F. Myers, chairman of the tax committee of the Council of Motion Picture Organizations, said he was "deeply disappointed" that the committee had not removed the tax entirely, and that he would recommend to the COMPO meeting in Chicago next month that the fight for complete repeal be carried to the Senate.

He also emphasized the possi-

(*Continued on page 6*)

aruch Winner f Variety's nnual Award

esidential Advisor Is ted at N. O. Meeting

EW ORLEANS, April 26.—Ber- d Mannes Baruch, Elder States- n and advisor to six U. S. Presi- ts, was announced as the winner he 1949 Variety Clubs Interna- al Humanitarian Award by R. O'Donnell, International Chief ker, here.

he Variety Clubs, representing nbership of persons associated with amusement industry and allied ls are holding their 14th annual vention at the Roosevelt Hotel. sentation of the silver plaque and scroll which constitutes the award be made Saturday night at the b's Humanitarian Award dinner e, with O'Donnell accepting the or on behalf of Baruch, whose

(*Continued on page 4*)

ee Compromise andidate to eal Variety Rift

By RED KANN

EW ORLEANS, April 26.—Out of muddled situation crystallized by ndrawal of Robert J. O'Donnell n the post of International Chief ker of Variety Clubs International r seven years of unbroken service, ridor opinion tonight foresaw the sibility of a compromise candidate ed at healing the existing split in ranks.

he split at this juncture is serious, not necessarily fatal. It was

(*Continued on page 4*)

eek Legislators id for RFC Loans

VASHINGTON, April 26.—Indepen- t film producers seeking Recon- uction Finance Corp. loans hope to California Congressmen to go to for them. They are trying to get

(*Continued on page 7*)

MalcolmKingsberg Resigns As Head Of RKO Theatres

The resignation of Malcolm Kingsberg as vice-president of Radio-Keith-Orpheum Corp. and president of RKO Theatres was announced here yesterday by Ned E. Depinet, president of the parent corporation and board chairman of RKO Theatres.

"Arrangements have been made with Mr. Kingsberg under which he will make his services available to RKO as required in a consultative capacity," Depinet said.

Kingsberg joined RKO in 1933 during the depression as a representative

(*Continued on page 7*)

1,200 Will Attend JDA Dinner Tonight

More than 1,200 Metropolitan leaders, including top personalities in the theatrical and motion picture fields, will attend the Joint Defense Appeal dinner tonight in the Hotel Astor here, on behalf of the United Jewish Appeal of Greater New York.

Harry Brandt is dinner chairman

(*Continued on page 7*)

SAG Asks Poll to Establish Claims

HOLLYWOOD, April 26.—Screen Actors Guild today struck back at Television Authority, which last week claimed jurisdiction over actors in television whether "live" or film, by filing a petition with the NLRB for a representative election and certification as the collective bargaining representative for all actors employed by all motion picture producers in the Southern California area.

Ronald Reagan, SAG president, said, "The leaders of Televison Authority have sought to veil their attempted power-grab by claiming they represent performers in motion pictures used in television. This is

(*Continued on page 6*)

Johnson Bill to Senate —Then He Withdraws It

WASHINGTON, April 26.—Senator Ed Johnson today introduced—and then withdrew—a bill to let the industry handle by itself, on a voluntary basis, the problem of erring stars.

Johnson's measure would have amended the Sherman Anti-trust law to make legal any agreement among producers, distributors and exhibitors to ban any film starring persons who had been "convicted of any crime involving moral turpitude" or who admitted having committed such a crime. At present such an agreement would be illegal.

The bill was introduced shortly after noon and withdrawn as soon as newspapermen discovered it. Johnson said the bill had been submitted accidentally along with a sheaf of routine bills. He declared the measure was not in the final shape he wanted it, that he might re-word it consider-

(*Continued on page 6*)

TOA 'Open-Minded On COMPO Trade Practice Proposal

Theatre Owners of America will enter the May 8 Chicago organizational meeting of the Council of Motion Picture Organizations with an "open mind" on the question of whether COMPO's by-laws should allow for possible future activity in behalf of trade practices, it was indicated here yestreday by TOA executive director Gael Sullivan, who will be TOA's delegate at the meeting.

This non-committal statement came

(*Continued on page 7*)

Four Allied Toppers At Compo Meeting

WASHINGTON, April 26.—Allied States Association will have four top officials on hand at the meeting in Chicago next month of the Council of Motion Picture Organizations, ac-

(*Continued on page 7*)

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

PARAMOUNT PRESENTS
NO MAN OF HER OWN is "an excellent woman's picture."
—says Variety
starring BARBARA STANWYCK • JOHN LUND

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Pinanski Names 7 Bond Drive Advisors

Maurice Bergman, Universal; Max Youngstein, Paramount, and A. J. Richard, Paramount News, will constitute an advisory committee for the industry's participation in the Treasury's Savings Bond drive, all three having held important posts in last year's Treasury effort, it was disclosed yesterday by Sam Pinanski, national film campaign chairman.

Additionally, a co-ordinating committee will include Sam Shain, 20th Century-Fox; Norman Siegal, Paramount Studios; Paul Levi, associated with Pinanski's American Theatres in Boston, and J. Raymond Bell of Columbia.

Crowded Agenda for Rank in N. Y. Today

Presentation of a print of "Hamlet" to New York University, a Universal board meeting, conferences with Eagle-Lion executives and inspection of Cinerama's new three-dimensional projection system which is on display at Huntington, L. I., are the principal items on J. Arthur Rank's agenda today.

Back in New York from visits in Hollywood, Chicago and Washington, the British producer will sail for London on the *S. S. Queen Elizabeth* tomorrow evening.

Others invited to join Rank at the Cinerama plant today include Spyros P. Skouras, president of 20th Century-Fox, and Robert R. Young, principal stockholder of Pathe Industries, parent company of Eagle-Lion.

Yesterday, Rank attended a conference of leaders of the World Council of Christian Education at Columbia University Club. Later in the day the British producer was host to Council executives at a private screening in the Rank office here of "The Star of David," a 20-minute religious film which Rank has made for showing by church groups.

Party for Laurel's 'Find'

Laurel Films vice-president and production head Joe Lerner will introduce the company's new "find," Vincent Edwards, at a reception for the New York press this morning in Laurel's office here. Edwards will appear in "Mr. Universe." Jack Carson, star of the picture, will be master-of-ceremonies at the reception. Maxie Rosenbloom, Joyce Matthews and Robert Alda will also be on hand.

Rex Carlton, Laurel's president, stated that Edwards will get a national build-up and will tour the country after the picture is completed.

Gurian in Lippert Post

Milton Gurian has been appointed Lippert branch manager at Cincinnati, replacing William Onie, who resigned to enter exhibition.

Personal Mention

B. G. KRANZE, Film Classics distribution vice-president, will leave here today for New Orleans.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has left Hollywood for a tour of exchanges in Omaha, Des Moines, St. Louis, Milwaukee and Kansas City.

•

GEORGE L. GEORGE, Palestine Films director, has left here for an assignment in Israel.

•

FRANK A. REILLY, Walt Disney Productions executive, is here from the Coast.

•

N. L. TURK, Paramount Gulf Theatres president, has left New Orleans for New York.

•

CARROLL PUCIATO, Realart exchange operations manager, is in Boston from New York.

WILLIAM M. PIZOR, Lippert Productions vice-president, has returned here from the Coast and plans to leave shortly for a tour of Europe.

•

JUNE ALLYSON and DICK POWELL will be honor guests at the annual Rose Festival, Little Rock, Ark., on May 5.

•

NEIL HELLMAN, Albany, N. Y., circuit executive, has announced the engagement of his daughter, BARBARA, to ALAN V. ISELIN of New York.

•

WILLIAM WYLER, director, and MRS. WYLER will arrive here from London on Sunday, en route to the Coast.

•

HUGH OWEN, Paramount Eastern and Southern sales manager, has returned here from a series of meetings in Atlanta, Boston and Dallas.

Eagle-Lion Closing Exchange in Omaha

The closing of Eagle-Lion's Omaha exchange next Monday in an experiment to determine the feasibility of eliminating branch overhead while maintaining all distribution functions without change, was announced here yesterday by William J. Heineman, vice-president in charge of distribution.

Omaha branch manager Edward Cohen and salesman Robert Daley will be retained by the company, covering the same territory and accounts as heretofore. Film deliveries will continue to be made from the Omaha print depot.

Mail Brochure on Paramount Shorts

Every exhibitor in the U. S. will be mailed a copy of a brochure on Paramount's short subjects and newsreel schedule for 1950-51, it is announced by Oscar A. Morgan, Paramount short subjects sales manager. Attractively printed in color, the booklet briefly describes the product and makes a sales pitch for shorts.

Listed are 12 Popeye cartoons, 10 Noveltoon cartoons, six Screen Song cartoons, six Casper cartoons (all of the preceding are in color), six Pacemakers, 12 Grantland Rice Sportlights, six Musical Parade featurettes (Technicolor) and 104 issues of Paramount News.

B. S. Moss Leases Theatre

The B. S. Moss theatrical interests here have leased the 1,750-seat motion picture and television theatre which will form the nucleus of the $1,000,000 shopping center to be built at Fort Lee, N. J.

Honey Quits Shearer

HOLLYWOOD, April 26.—Lloyd M. Honey has resigned from the B. F. Shearer Co. here. His future plans have not yet been announced, but it is understood he may make a drive-in connection.

Rothacker Marks 40th Anniversary

Forty years in the production and distribution of industrial and educational films are being celebrated this year by Douglas D. Rothacker in a booklet which touches the high points of the company's history since its founding in 1910. Stressed are the company's services in promotion, booking and distribution to both theatrical and non-theatrical outlets.

Dann Resigns Post With Vanguard

Robert H. Dann, for seven years vice-president and general counsel of Vanguard Films, resigned from the Selznick company last night, effective immediately, in line with the recently announced transfer of Vanguard operations to the headquarters of Selznick Releasing Organization.

Hobart Cavanaugh, 63

HOLLYWOOD, April 26.—Hobart Cavanaugh, 63, died last midnight at the Motion Picture Country Home Hospital, where he was convalescing from an operation. A character actor, he entered pictures in 1933 and appeared in 128 productions since that time. The widow, Florence Heston, and a daughter, Patricia, survive.

McDonnell Leaving FWC

SAN FRANCISCO, April 26.—William (Mickey) McDonnell has resigned from the district office of Fox West Coast Theatres in San Francisco after 33 years with the company. During recent years he has been assistant to the San Francisco district manager.

Mucciolo Is Studio Head

Louis Mucciolo has joined Jerry Fairbanks, Inc., as New York studio manager, it was announced by Robert L. Lawrence, Eastern production manager. Mucciolo goes to Fairbanks from RKO-Pathe.

B'way Hails 'Lif Premiere at Rivoli

Spectators jammed the entrance the Rivoli Theatre on Broadway night for the world premiere of 2 Century-Fox's "The Big Lift." T witnessed the arrival of celebrities screen, stage and radio, hea[illegible] sel tion of musical numbers by [illegible] 58 Air Force Band and saw a display a military honor guard.

Nick Kenny, New York D *Mirror* columnist, introduced celebrities as they entered the thea with Bill Williams of station W carrying a running commentary of evening's events over the air. Am the stars invited were Peggy Garner, Dick Haymes, Kitty Kal Fran Warren, Fifi O'Dorsay, Will Gargan, Lynn Bari, Leo Durocher Laraine Day, Peter Lind Hayes, M Healy and Jack Pearl. Introduced the press at a cocktail party bef the premiere was Bruni Lobel, G man actress who makes her f American screen appearance in film.

The premiere was sponsored by *Daily Mirror* Youth Welfare F with proceeds going to various rec tional organizations selected by newspaper.

We Apologize (Hic!)

The new "big lift" cocktail, a 2 Century-Fox concoction, introduced a toast to its production of the sa name about the Berlin airlift ope tions, was tried out on the press Danny's Hideaway here yesterday.

MOTION PICTURE DAILY regrets inability to report today on the gredients which go into the mak of a "big lift" and its effects u the press guests. Our reporter signed to cover the story failed return by press time.

Air Transport General Pays Tribute to 'Big Lift'

SOUTHERN PINES, N. C., April —Speaking before the showing h of 20th Century-Fox's "The Big Li screened as part of the training p gram of "Exercise Swarmer," milit maneuver patterned on the Berlin A lift, Maj.-Gen. William H. Tun head of the Military Air Transp service, paid tribute to the picture its producers.

Rosenblatt Services In Brookline Today

NEW HAVEN, April 26.—Fune services will be held at Levine Fun al Home in Brookline, Mass., tom row for Harry Rosenblatt, 56, M-G branch manager here who died to at the St. Raphael Hospital here af a short illness.

Rosenblatt joined M-G-M in 1 as a salesman, working out of home office. John P. Byrne, East sales manager for M-G-M, who been spending the week at the lo office, will assume charge until successor is appointed. Rosenblatt survived by the widow, Fannie; an son, George.

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THE
RADE SHOW
OF
ARNER BROS.
SENSATION
THE TRADE
WILL BE HELD
MAY 1 !!!!

BE THERE!
BE THERE!!
BE THERE!!

From
WARNER
BROS.
WOMEN'S
STATE
PRISON
Her baby born
in jail!

"Caged!"

PART GOOD
WHEN SHE GOES IN–
ALL BAD
WHEN SHE COMES OUT!
Drama born of the terrors
and torments of
today's girls in prison.
The angry story of
beautiful Marie Allen,
a one-mistake girl
turned into a woman of shame!

THE MOST SENSATIONAL
REVELATIONS
Since 'Fugitive from a
Chain Gang' burned into
America's conscience!

Starring
ELEANOR PARKER
WITH
AGNES MOOREHEAD
ELLEN CORBY · HOPE EMERSON · BETTY GARDE · JAN STERLING
PRODUCED BY
JERRY WALD
DIRECTED BY
JOHN CROMWELL
WRITTEN BY VIRGINIA KELLOGG AND BERNARD C. SCHOENFELD
MUSIC BY MAX STEINER

BANY
ner Screening Room
. Pearl St. • 12:30 P.M.

ANTA
Century-Fox Screening Room
Wolton St. N.W. • 2:30 P.M.

STON
Screening Room
Arlington St. • 2:30 P.M.

FFALO
amount Screening Room
Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

Variety May Grant Three New Charters

New Orleans, April 26. — Variety Clubs affiliated with Variety International may reach a total of 40 by the time the 14th annual convention closes here on Saturday. Establishment of a tent here, the scheduled granting of a charter to Salt Lake City and a new tent in Montreal, talked of among the Canadian contingent, would add three to the present 37.

O'Donnell Centers Interest on Circuit

New Orleans, April 26.—Robert J. O'Donnell today formally denied he would not run for re-election as chief barker of Variety Clubs International in order that the way might be cleared for him to run for the presidency of the Theatre Owners of America in October, as reported in Motion Picture Daily today.

"The dissolution of Interstate Theatres from Paramount impends. Additionally, Interstate is preparing to contest a $3,000,000 anti-trust suit. In view of these circumstances and out of fairness to Interstate, I have promised Karl Hoblitzelle (head of Interstate) to withdraw from outside activity such as Variety Clubs until these two matters, so important to Interstate, are cleared up," O'Donnell said today.

While denying the inside report relative to the TOA, O'Donnell at the same time made it clear that Variety's new international chief barker for 1950 will be someone else. "I have never been approached from any direction regarding the TOA presidency," he added.

Baruch Winner

(*Continued from page* 1)

previous commitments will prevent his personal attendance.

Baruch was selected for the award which Variety Clubs bestow annually on the person whose deeds in the interest of humanitarian welfare are outstanding among the world's citizenry, by a committee of newspaper editors, educators and radio executives.

Jack Thomas Is New Hallmark Manager

Wilmington, O., April 26.—Jack Thomas, formerly Hallmark Productions South Pacific manager, has arrived here from Australia, and assumed his new post as the company's general manager. Kroger Babb, president, appointed Thomas to the position while in Sydney on a world tour, from which he recently returned.

Thomas announced that Hallmark will sponsor a visit to the U. S. of six Australian theatremen, all members of Greater Union Theatres, Ltd.

NLRB to Count Votes

Washington, April 26.—The National Labor Relations Board today ordered a count of ballots to determine whether the IATSE or the AFL Painters Union is to represent painters and scenic artists in the Samuel Goldwyn and Hal Roach Studios.

See Compromise Candidate

(*Continued from page* 1)

brought to focus by O'Donnell's final declaration that he was not a candidate for re-election. There is no tradition of succession to office in Variety International and it therefore follows that Marc Wolf, first assistant International Barker, must take his chances along with Jack Beresin, second assistant International Barker, who is being backed for the top post by John H. Harris, international "big boss" of this organization of showmen.

Electioneering at Peak

The electioneering on behalf of both Wolf and Beresin, launched a number of weeks ago when it appeared O'Donnell no longer would be available, reached a new pitch during the day as delegates poured into New Orleans from all points of the nation.

Many of Wolf's sponsors readily acknowledge Beresin's work on behalf of Variety International rates him the highest consideration. This works in reverse where Wolf enters. But there was a feeling quite apparent tonight that a final choice might best be found by effecting a compromise, agreeable to both Wolf and Beresin, out of which a "dark horse" might emerge. It is interesting that some campaigners for Wolf and Beresin lean toward the conviction that neither man is colorful enough for the No. 1 spot in Variety.

Disfavor, moreover, rests on the fact Beresin is not an active exhibitor although in addition to his identity with the ABC Vending Corporation, it is understood he has an interest in theatres in and around his home city, Philadelphia. This viewpoint ties to the belief in one circle of opinion that the topkick in Variety not alone should be an exhibitor but a prominent one.

While there is nothing to suggest that this is anything beyond a thought, or perhaps a hope, at this juncture, the name of Si Fabian of New York was heard tonight as indicative of the type of nationally known exhibitor who ought to head the organization. Perhaps closer to what may eventuate as the reality is Ralph Talbot of Oklahoma who is due here Thursday. Talbot has a following which could snowball into formidable and even winning proportions before this 14th annual convention draws to a close on Saturday.

See By-Law Bar

If Fabian and Talbot are seriously entertained, it would be required to amend the by-laws which now provide the International Chief Barker must be elected from the ranks of ex-chief barkers. The two men do not now fulfill this existing requirement. The election will be held by ballot on Friday.

Meanwhile, today was set aside for registration and widespread handshaking by arriving delegates who with their wives, were tallied close to 800 by this evening. The only formal events were the annual "canvassmen's dinner at Antoines's tonight and a "get together" party in the University Room of the Hotel Roosevelt.

300,000 Present for 'Rock Island' Debut

Rock Island, Ill., April 26.—Torchlight parades, square dances, a treasure hunt and other events brought more than 300,000 people to the quad-cities—Rock Island, Moline and E. Moline, Illinois, and Davenport, Iowa—today for the two-day jubilee which will be climaxed tomorrow by the world premiere of Republic's "Rock Island Trail" in each city.

John Wayne, Roy Rogers, Dale Evans, Forrest Tucker, Adele Mara, Bruce Cabot, Adrian Booth, and Chill Wills will arrive in Rock Island tomorrow, while Republic executives present, headed by president Herbert J. Yates, include James R. Grainger, executive and sales vice-president; Edward L. Walton, assistant general sales manager; Richard W. Altschuler, Republic International president; sales representative John Curtin; branch managers A. H. Fischer, Chicago, Paul Webster, Des Moines, and Harry Lefholtz, Omaha; William Saal, executive assistant to Yates; Steve Edwards, director of advertising-publicity, and Mort Goodman, studio publicity director.

To Raise Ad Fund

Boston, April 26.—Martin J. Mullin, president of New England Theatres, presided at a meeting of Boston exhibitors at the Parker House to plan the appropriation of a large sum to be used in connection with the showmanship campaign of "Movies Are Better Than Ever." The money will be used for a radio saturation campaign to start about May 1. All Boston stations will be used.

Warner Theatre Ad Meeting Here Today

Warner Theatres zone advertising men will meet today at the home office with Harry Goldberg, director of advertising-publicity, to plan campaigns for "Caged," "Rock Bottom" and "The Great Jewel Robber," plus general business discussions. They will be addressed by Harry Kalmine, president and general manager of Warner Theatres, and Mort Blumenstock, Warner vice-president in charge of advertising-publicity.

Advertising men present will be J. Knox Strachan, Cleveland; John Hesse, New Haven; Jerry Atkin, Albany; Everett C. Callow, Philadelphia; Henry Burger, Pittsburgh; Frank LaFalce, Washington, and Harry McDonald, Milwaukee.

Legion Reviews 14; Classes Two as 'C'

Fourteen additional films have been reviewed by the National Legion of Decency, with two receiving a "C" classification. In that category are Discina's "A Royal Affair" and Siritzky's "Scandals of Clochemerle." Classified "B" are M-G-M's "The Asphalt Jungle," RKO Radio's "The Capture," Eagle-Lion's "The Perfect Woman," and "The Torch"; Lux Film's "Return of the Eagle," and "Without Pity." In Class A-I are RKO Radio's "The Golden Twenties," Columbia's "Kill the Umpire," Universal-International's "Sierra," and Lippert's "West of the Brazos." In Class A-II are Lippert's "Baron of Arizona" and Columbia's "Customs Agent."

Coming Events

Today and Tomorrow—Society Motion Picture and Televisi Engineers 67th semi-annual c vention, Hotel Drake, Chicago.

Today-April 29—Variety Clubs I ternational annual conventi Roosevelt Hotel, New Orlean

Today — Amusement division United Jewish Appeal dinner, H tel Astor, New York.

May 1-4—Columbia Pictures ann sales convention, first sessi Drake Hotel, Chicago.

May 1-31—Motion picture indust participation in United Cereb Palsy Associations drive.

May 2-4 — Independent Thea Owners of Arkansas annual c vention, Hotel Marion, Lit Rock.

May 3-4—North Central Alli board meeting and annual conve tion, Minneapolis.

May 8—Council of Motion Pictu Organizations meeting, Drake H tel, Chicago.

May 8—Screen Directors Guild a nual dinner-business meeti Beverly Hills, Hotel, Hollywo

May 9-10—Allied Independent Th atre Owners of Kansas and M souri annual spring conventi Phillips Hotel, Kansas City.

May 9-10—Midwestern and Sout western Drive-in Theatres c vention, Phillips Hotel, Kans City.

May 15-16—Theatre Owners America executive committ meeting, New York.

May 15-16—M-G-M sales meeti Hotel Astor, New York.

May 15-18—Columbia Pictures a nual sales convention, second s sion, Ritz Carlton Hotel, Atlan City.

May 15-July 4—Motion picture dustry participation in U. S. Sa igs Bond "Independence Drive.

May 16-17—Allied Rocky Mounta Independent Theatres annual c vention, Cosmopolitan Hot Denver.

May 16-17 — Allied Independe Theatre Owners of Iowa and N braska annual convention, Font nelle Hotel, Omaha.

May 19-20—M-G-M sales meeti Chicago.

May 21-23—Motion Picture Th atre Owners of Georgia ann convention, Biltmore Hotel, A lanta.

May 21-22—Allied States Carav Committee meeting, Hotel Ga oso, Memphis.

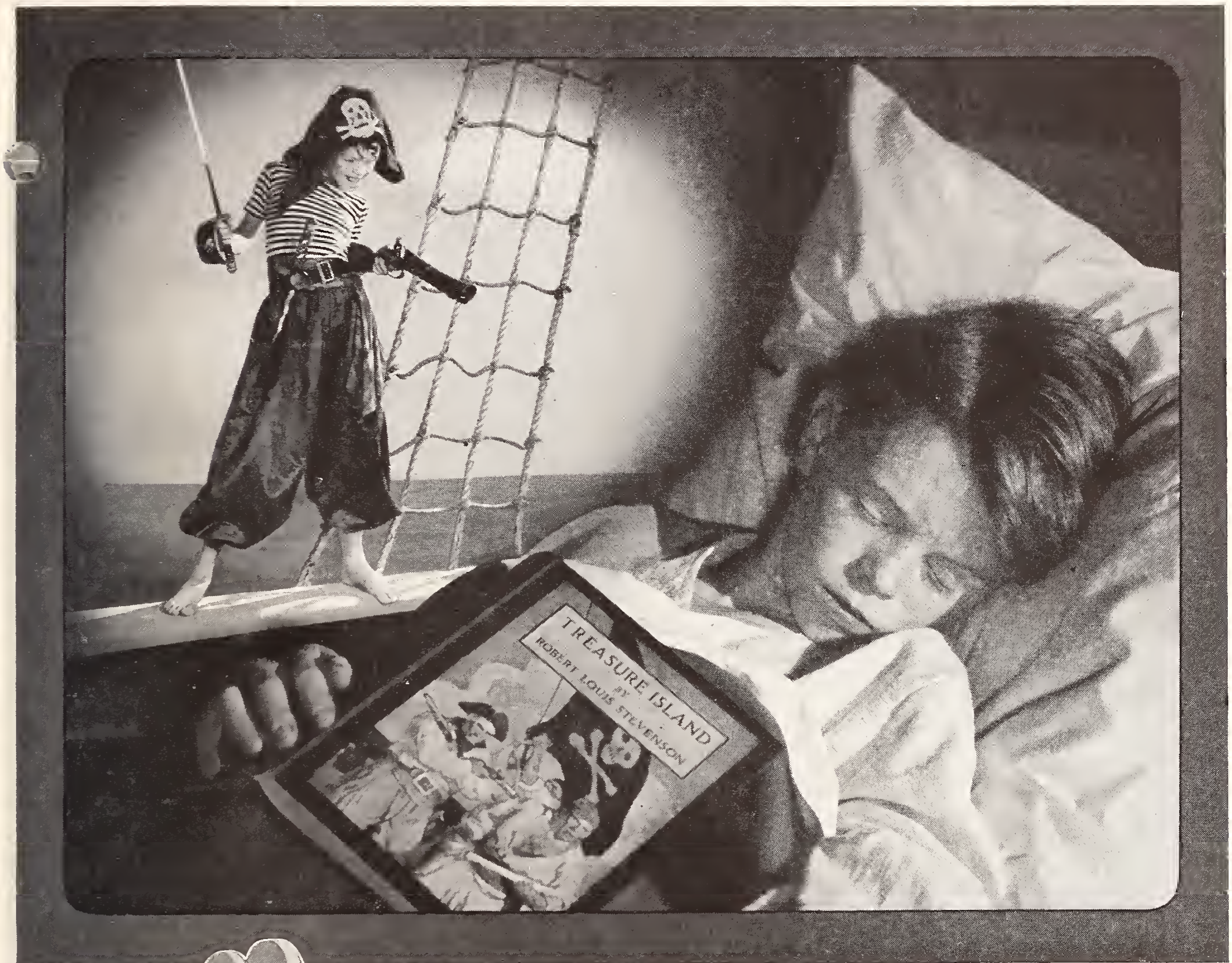
May 22-24—National Allied Stat board of directors meeting, Ho Gayoso, Memphis.

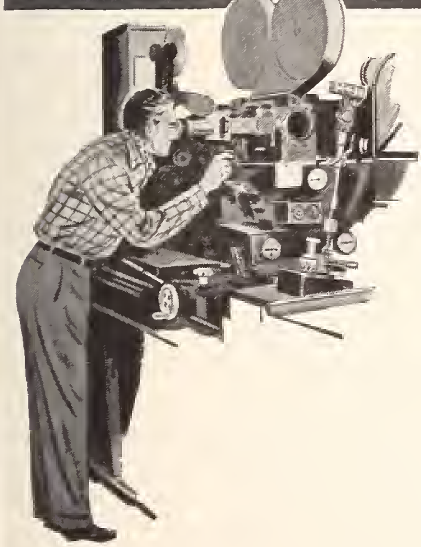
May 24-25—Allied of the Mid-Sou spring convention, Hotel Gayo Memphis.

May 26-27—M-G-M sales meeti San Francisco.

Meyer Heads AMP Military Affairs Un

Hollywood, April 26.—Fred Meyer has been reappointed head the Association of Motion Pictu Producers' military affairs committ with Louis K. Sidney continuing as committee member and John Aalbe as industry coordinator. Gord Youngman was added to the commi tee to replace Leon Goldberg.





Maker of dreams . . .

● To make dreams like this convincing . . . to show them with the smoothness that brings life and reality . . . that is the job of the optical-effects man.

Yet it is only one of his many contributions to modern pictures. By his skill with the optical printer . . . his production of fades and wipes, of dissolves and laps . . . he plays an important part in giving American movies their high standard of technical excellence.

If the optical-effects man is to play this part to the full, he must use dependable film of superior quality. That's why he usually prefers to work with the large and well-known family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

ATO of Indiana Has Tax Repeal Trailer

Washington, April 26. — A tax repeal trailer put together by the Associated Theatre Owners of Indiana and featuring pro-repeal statements by practically the entire Indiana Congressional delegation was shown to the Congressmen here last night by tax committee chairman Abram F. Myers of the Council of Motion Picture Organizations.

Myers said the trailer, featuring statements by 11 Senators and Representatives, will eventually be shown in every theatre in Indiana and is said to be an excellent example of local work on the tax drive. The Congressmen, in addition to seeing themselves were also shown 20th-Fox's "Wabash Avenue."

FCC Sees New CBS Color TV Receiver

Columbia Broadcasting yesterday demonstrated its new all-electronic color television receiver before members of the Federal Communications Commission and the press in the CBS studios here, designed to show that all-electronic types of receivers can be used with the company's color TV transmission system. Also placed in operation was a new "horizontal interlace" principle which was said to give "high fidelity" reception.

Non-technical viewers found the color images came through well defined, with no "running" and with all the brightness desired. The demonstration was on a closed circuit. CBS does not yet consider its new receiver suitable for commercial use, but apparently it represents a substantial improvement over its previous model, which required the installation of three mechanical discs in each set. The new receiver uses only a single tube.

G. A.

SAG Asks Poll

(*Continued from page 1*)

their opportunity for a definite showdown with SAG, which for the last 13 years has been and still is the only legal collective bargaining representative for actors in motion pictures however exhibited. SAG invites Television Authority to intervene in this NLRB action and get TVA's name on the ballot in the actors' referendum which will result.

50% Tax Cut Voted

(*Continued from page 1*)

bility that "exhibitor friends on the (Ways and Means) committee can bring about more favorable action" before a final vote is taken on a tax bill.

An important feature of today's committee action was to apply the 10 per cent rate to each 10 cents "or major fraction thereof," and not to each 10 cents "or fraction thereof." The pre-war 10 per cent levy was on any fraction of 10 cents, whether one cent or nine cents. The 20 per cent wartime tax was based on "major fraction"—five cents or more—and the committee today kept the "major fraction" basis in returning to the 10 per cent rate. Thus, whereas before the war a five-cent tax would have to be paid on a 41-cent tickets, under the committee treatment the tax would be only four cents.

Aids Reduced Rates

Another element of relief given the industry by the committee today was a vote to tax admissions on the basis of the price actually paid rather than the regular established price. This would be especially helpful to theatres giving reduced rates to 'teen-agers, or other groups. At present, 'teen-agers must pay the tax on the full price charged other patrons, not the special reduced rate. Under the committee proposal, they would pay the tax on the price they actually pay to get into the theatre. Passes, which now are taxed on the basis of the regular price, would be tax-free under the committee decision.

The committee action is by no means the last word on the subject. If the committee itself does not change its mind, the decision will probably not be changed in the House, since tax bills are usually considered in the House under a rule which bars changes. However, the Senate Finance Committee could change the bill, or the Senate itself.

Finally, there is the question of a Presidential veto. The Ways and Means Committee is going far beyond the revenue loss recommended by the President—he recommended no change in the admission tax, for example—and is almost inviting a veto, since the President threatened to veto any bill that did not make up as much revenue as it lost. Indications are the committee will cut excises by over $1,000,000,000 and will not make up anywhere near that revenue.

Veto Action Looms

If the bill were vetoed, the question would then be whether the veto could be overriden.

Committee experts estimated that the reduction in the admission tax would lose the government $181,000,000 a year in revenue. This includes loss from lower collections from sports events, legitimate theatres, and other general admission events, as well as motion picture theatre admissions, since all these general admission operations were effected by the cut.

The reduction to 10 per cent was approved on a voice vote by an overwhelming majority of the committee. One member said that "at the most, three or four" of the 25 men on the the committee indicated opposition to the cut.

Before the vote, the committee discussed for almost an hour alternate proposals. One committee member proposed reduction only to 15 per cent, but most proposals were for even greater relief than the 50 per cent reduction finally voted. They ranged from complete repeal to elimination of the tax on tickets costing less than 21 cents, or 41 cents, or 75 cents and reduction to 10 per cent on the higher priced tickets.

No Vote on Alternatives

However, there was no vote on any of these, the discussion making it clear that a majority favored the simple 50 per cent cut.

Some film competitors got a slightly better break. The committee voted to eliminate the tax entirely on admissions to entertainment of non-profit groups. This would include such events as county fairs, civic symphonies, college shows, and possibly opera.

The committee has not yet acted on the 20 per cent tax on roof gardens and cabarets. It voted to leave unchanged the 20 per cent levy on leases of boxes or seats and ticket broker sales in excess of established prices.

Repeal Equipment Tax

It was learned that Tuesday's action on photographic film and apparatus would make tax-free not only raw stock but also cameras and other photographic equipment used in film making. The tax-free privilege was extended to any equipment which made up part of a business expense. Projection equipment in theatres has always been tax-free.

Myers' statement said that "while half a loaf was better than none, and while there was a time when it appeared we would not get even a crumb," the committee's refusal to eliminate the tax was "deeply disappointing." He pointed out that the tax committee which he heads will lose its authority when COMPO is formally organized in Chicago next month and said that it had not yet been decided whether to hold another tax committee meeting before then to map out further strategy.

"This much is certain," he declared. "Those members of the tax committee who have worked wholeheartedly for repeal will urge COMPO to carry on the fight until all admission taxes have been abolished. The motion picture industry—and a lot of Congressmen—have promised movie-goers they would be relieved of the tax and that pr ise must be kept." Myers said hoped that "this temporary rev will not plunge the industry into simism but will be accepted a challenge to do a better job in Senate."

The Ways and Means Commi will continue voting on excises week. A final tax bill is not li before late this month, since after committee finishes work on excise must turn to the even more diffi problem of raising new revenue.

THE LAWLESS

"Mark this down as a film that will be talked about!" —The Exhibitor

Confusion in Mich. Over 3% Rental Tax

Detroit, April 26.—A three per cent sales tax on all film rentals in Michigan is causing considerable confusion. A recent change in basic tax legislation may have made the levy obligatory.

Major exchanges have been advised by their home offices to bill the levy to theatres. Meanwhile, exchanges are making no effort to enforce collection and exhibitors have taken the view that the tax will not be paid until the issue is taken to court and legally enforced.

International Uni Has 1st Film Read

First of four scheduled pictur "Pardon My French," has alrea been completed by Tri Partite Fil it was announced here yesterday. P duction partners in the internatio company are Andre Sarrut, head Sagitta Films, France; Christoph Mackintosh, head of Five Oce Films, England, and Peter Cusick Cusick International, U. S., all whom were interviewed yesterday the St. Regis Hotel.

Advantages of the new company, was explained, involve better cre and tax conditions in the country which the film is made. Films will made in each country, but as yet n has been set for the U. S.

Second picture, now underway London, is "Long Dark Hall," w the third to be "24 Hours in the L of a Woman," which will be made London and Monte Carlo, in Tech color. The fourth is an anima feature being made in France, also Technicolor.

The company plans to release film every six months. Negotiati are currently underway for distri tion here.

Johnson Bill

(*Continued from page 1*)

ably before he introduced it again, that he did not know when it would introduced again.

There was considerable speculat however, that Johnson had made "mistake" quite on purpose to some reaction on the proposal. has been saying all along that h exploring a couple of different proaches from his earlier film lic ing bill, and that the new approa would be more acceptable. It is garded as possible that the slip made deliberately to see if the in try found the new plan any m acceptable than the earlier one.

lms Not Prominent t Fall Tariff eeting in England

'ASHINGTON, April 26.—Govern- t' officials said they do not expect ion pictures to figure too promi- l the international tariff nego- o which will be held this fall England.

'he State Department has an- nced that negotiations will begin Sept. 28 at Torquay, England, with other countries. This will be the d round of post-war international f negotiations—the first was at eva in 1947 and the second at An- , France, last year.

articipating at Torquay will be 11 ıtries that took part in one or of the earlier parleys and six new ıtries. The oldtimers are: Aus- a, Belgium, Brazil, Canada, ıce, Luxembourg, New Zealand, ıerlands, Norway, Union of South ca and United Kingdom. The six ıtries that the U. S. will bargain for the first time this year are tria, Western Germany, Guate- ı, Korea, Peru and Turkey.

he Department said there is no in- ıation available yet on what con- ions the U. S. will seek from the r countries.

egotiations With rgentina Advance

'ASHINGTON, April 26.—A new entine-U.S. film agreement is re- ed near completion after several of intensive negotiations here be- n Argentine officials and the Mo- Picture Association of America. eportedly it will provide for un- ted importation of Hollywood into Argentina, along with per- ion for U. S. companies to remit 00,000 or better annually. Argen- has not allowed any American into the country since March, . Participating in the negotiations Eric Johnston and Latin-Ameri- expert Joaquim Rickard, and nce Minister Ramon Cereijo of entina.

A Dinner Tonight

(*Continued from page* 1)

Fred J. Schwartz is dinner trea- .

ayor William O'Dwyer is sched- to be on hand to receive a cita- for "outstanding service to the of human rights."

oceeds of the dinner will benefit rescue, relief, rehabilitation and tlement program of the UJA and rogram maintained by JDA-sup- d agencies. Highlight of the event be a presentation on civil rights a cast including Raymond Massey rrator, and Representative Frank-). Roosevelt, Jr., Senator Irving Ives, Jackie Robinson, Elmo r, Prof. William H. Kilpatrick, Reuther and Gloria Swanson.

ME FIRM IS LOOKING FOR
ACE IN THE HEART OF THE
M DISTRICT. WE HAVE IT
A REASONABLE RENTAL.

WRITE BOX 439
MOTION PICTURE DAILY
1270 6th AVE., N. Y. CITY

Review

"Operation Haylift"

(*Lippert Productions*) *Hollywood, April 26*

AN expert blend of fact and fiction makes "Operation Haylift" ripe for the type of exploitation suggested by the title and the topic. The title applies, of course, to the spectacular and spectacularly headlined operations of the U. S. Air Force in flying hay and grain to the millions of cattle and sheep pinned down by the blizzards that blanketed the Great Plains a year ago, and the Air Force cooperated with Lippert Productions in making the film in a manner to make this phase of the film powerfully impressive. Exhibitors in most locations should find equivalent cooperation in exploitation obtainable.

The fiction side of the picture—and the weaving of fiction with fact is admirably accomplished—casts Bill Williams and Tom Brown as brothers, the former a rancher in Nevada and the latter an Army pilot recently discharged upon whom the former depends for aid in working the ranch. But Brown is attracted back into the military service, and that results in a tension between the brothers which is not healed until, when the snows come and Williams' herds are starving, Brown returns in charge of the planes assigned to fly relief to the stock. Competent support is rendered by Joe Sawyer, Ann Rutherford, Jane Nigh, Richard Travis, Raymond Hatton, Jimmy Conlon, Tommy Ivo, Dink Dean and Joanna Armstrong. Sawyer produced and shared the script with Dean Reisner. William Berke directed.

Running time, 74 minutes. General audience classification. Release date, May 5.

TOA on COMPO

(*Continued from page* 1)

from Sullivan in reply to a query on the TOA's stand on the recommendation made early this week by M-G-M sales vice-president William F. Rodgers that COMPO undertake to develop a new arbitration system.

Sullivan said that TOA has no plans to alter its course in the preparation of trade practice code proposals for eventual discussion at a "round table" of representative exhibitors and distributors. A key factor in the preparation of proposals for a code draft is arbitration and TOA president Samuel Pinanski has been corresponding with distribution company presidents in the expectation that industry-wide conferences, not necessarily rooted in COMPO, will be held preparatory to the setting up of an all-industry arbitration system.

The TOA executive director reported yesterday that a recent wire poll of TOA regional leaders produced evidence of continuing belief within the organization that COMPO is a "good idea" insofar as making advantageous use of the industry's resources and talent is concerned. However, Sullivan indicated, there remains strong sentiment among TOA leaders against an "inflated" COMPO budget.

Allied Toppers

(*Continued from page* 1)

cording to general counsel Abram F. Myers of Allied.

Trueman Rembusch and Nathan Yamins, delegate and alternate, will be there. Myers will be there to make a report on the tax repeal situation, and since Rembusch and Myers have to leave after the first day to attend the drive-in theatre convention at Kansas City, Jack Kirsch will attend to act as No. 2 man to Yamins for the rest of the COMPO meeting.

OK Trade Organization

WASHINGTON, April 26.—The Committee for the International Trade Organization today urged the House Foreign Affairs Committee to endorse the ITO and ratify its charter. Eric Johnston and Matthew Fox are members of the Committee's executive board, and other supporters include William J. Donovan, Douglas Fairbanks, Marion B. Folsom, Robert P. Patterson and Spyros P. Skouras.

Kingsberg Resigns

(*Continued from page* 1)

of certain holders of preferred stock of Keith-Albee-Orpheum Corp. After such stock had been retired he remained as an executive officer of RKO theatre subsidiaries.

Depinet said Kingsberg's services were valuable in solving problems arising from the depression, and in reducing and consolidating theatre funded debt, in simplifying corporate structure and in the solution of various operating problems.

Kingsberg said yesterday he has no immediate plans for the future to announce at this time. It is known he has been interested in forming a syndicate to bid for Howard Hughes' controlling stock interest in the RKO circuit.

Sol A. Schwartz, vice-president and general manager, will be the operating head of RKO Theatres until a successor to Kingsberg is officially appointed.

Born in Springfield, Mass., in 1900, Kingsberg is a graduate of Harvard. He was associated with Goldman Sachs and Co. from 1922 to 1931 and then with M. J. Meehan and Co. until 1933, when he joined Keith-Albee as representative of the Meehan preferred stock holdings. He was named president of RKO Theatres in 1946.

Bill Due This Week To Ease Film Import

Washington, April 26. — Secretary of the Treasury Snyder said a bill to reform and simplify U. S. Customs procedure would be sent to Congress within the week. The bill would fit in with the efforts of the Motion Picture Association of America to make things easier here for foreign film imports.

British Films Trail Foreign in Registry

LONDON, April 26.—According to Board of Trade statistics, films registered here during the year ending March 31, 1950, were: 81 British and 283 foreign films of more than 6,500 feet; 50 British and 157 foreign films from 3,000 to 6,500 feet long, and 244 British and 519 foreign short subjects. U. S. films in the foreign categories numbered, respectively, 243, 149 and 482.

May Test Elimination Of Dual Bills in N. Y.

A movement for the substitution of single features for double bills in the New York Metropolitan area has been launched by Harry Brandt, president of the Independent Theatre Owners Association of New York, he reports here. Brandt indicated that a meeting of area theatre owners may be held shortly to discuss the proposal.

If the plan is approved generally, it is possible that the mid-town theatre area will be "blocked out" for a test.

Seek Legislators' Aid

(*Continued from page* 1)

members of the California House and Senate delegations to take the floor and urge the RFC to make the loans in the interest of stimulating employment in California.

The legislators would outline the unemployment situation in the film industry on the Coast and the bad effect that unemployment has on other California industries. They would say the situation hurts the entire state.

JUST AS THOUGH
HE HEARD THE CALL...
HE'S COMING...
bigger
and
better
than
before...
to do a job
for YOU!
ATOM MAN vs. SUPERMAN
...COLUMBIA'S NEW FEATURE SERIAL!
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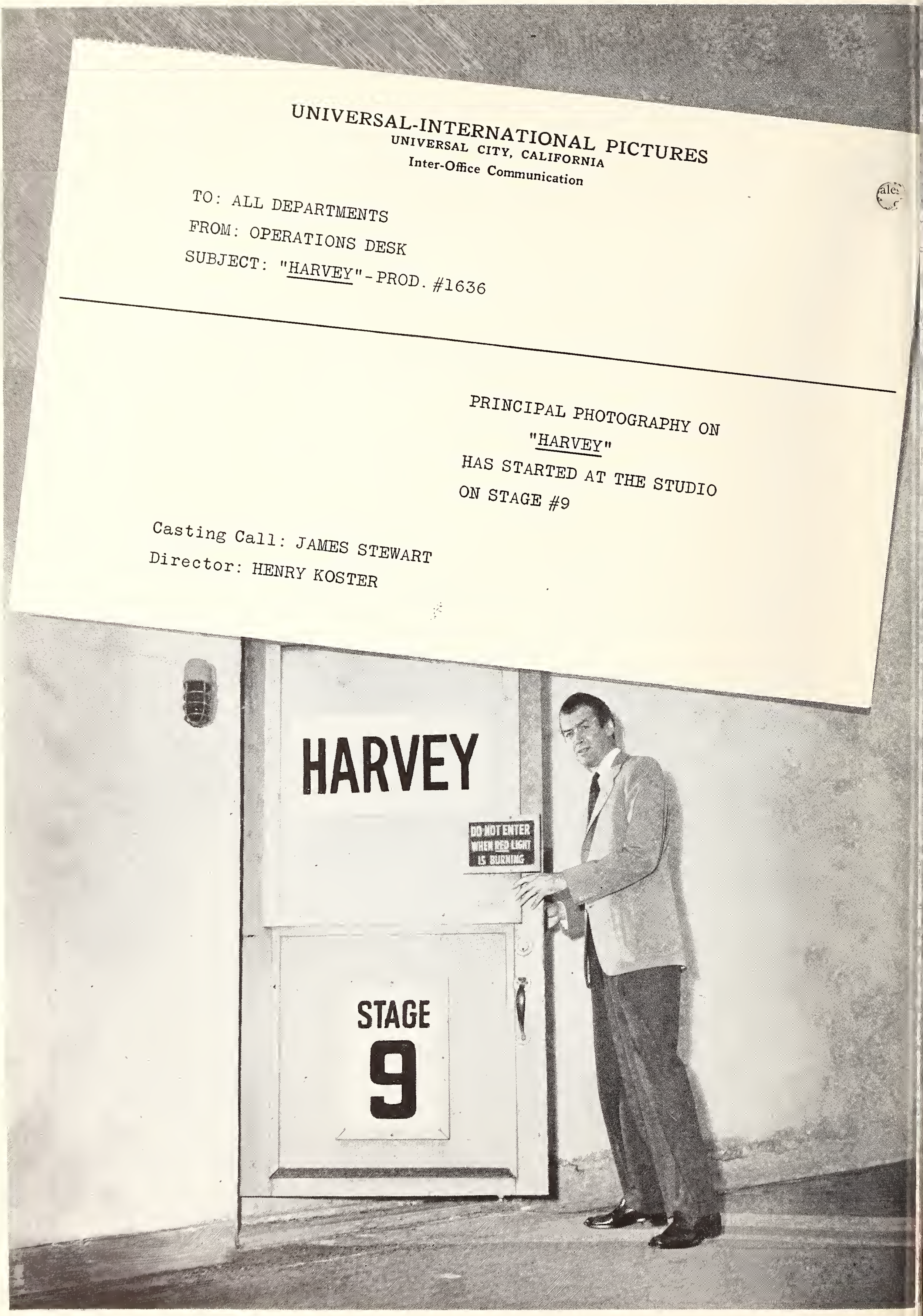


UNIVERSAL-INTERNATIONAL PICTURES
UNIVERSAL CITY, CALIFORNIA
Inter-Office Communication

TO: ALL DEPARTMENTS
FROM: OPERATIONS DESK
SUBJECT: "HARVEY"-PROD. #1636

PRINCIPAL PHOTOGRAPHY ON
"HARVEY"
HAS STARTED AT THE STUDIO
ON STAGE #9

Casting Call: JAMES STEWART
Director: HENRY KOSTER

HARVEY
DO NOT ENTER WHEN RED LIGHT IS BURNING
STAGE
9

DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

.. 67. NO. 82 NEW YORK, U. S. A., FRIDAY, APRIL 28, 1950 TEN CENTS

ew Drive on or Complete epeal of Tax

% Vote by House Unit ırs Intensified Push

'ASHINGTON, April 27.—Ex- or associations, circuit heads, ributor committees and others urged to renew the fight for per cent elimination of the Fed- admission tax in telegraphs and -distance telephone calls today the tax committee of the Coun- f Motion Picture Organizations, ed by Abram F. Myers.

It was made clear that the -industry drive for full re- al of the tax is being intensi- d as a result of Wednesday's te by the House Ways and eans Committee for a 50 per nt cut, to 10 per cent. "Thea- e managers everywhere are

(Continued on page 3)

lied Unit Finishes at Rental Talks

ol. H. A. Cole of Texas Allied, rman of national Allied's flat als committee, reported here yes- ay that the group had completed onferences with distribution heads will file a report with the Allied

(Continued on page 3)

Depinet, Schwartz Head RKO Theatres

At a meeting of the board of directors of RKO Theatres, Inc., held here yesterday, Ned E. Depinet, chairman of the board, was elected also to the office of the president, to fill the vacancy created by the resignation of Malcolm Kingsberg on Wednesday.

Sol A. Schwartz was elected executive vice-president of the company and will be in charge of all theatre operations of the company and subsidiaries.

Kingsberg in New Bid for Hughes' RKO Theatre Stock

Virtually simultaneously with his resignation as president of RKO Theatres, Malcolm Kingsberg has forwarded a new offer to Howard Hughes for the purchase of the latter's controlling stock interest in the theatre company upon completion of divorcement. The corporation's newly-amended consent decree directs separation of the theatres from production-distribution by Jan. 1.

This makes the second bid which Kingsberg has made for the Hughes shares. He made the offering on Wednesday at just about the same time he withdrew from the RKO management.

PLEDGE JOHNSON AD DISCIPLINE

Variety Delegates Cool on COMPO Arbitration Role

By RED KANN

NEW ORLEANS, April 27.—Recommendations made by William F. Rodgers, general sales manager of M-G-M and supported by A. W. Smith, Jr., general sales manager of 20th Century-Fox, that a new system of industry arbitration be undertaken by the Council of Motion Picture Organizations was looked upon with a somewhat critical eye at the afternoon session of Variety Clubs International's 14th convention. Opposition arose on

(Continued on page 4)

Industry Figures at JDA Dinner Here

Scores of film industry personalities attended the Joint Defense Appeal dinner last night in the Hotel Astor on behalf of the United Jewish Appeal of Greater New York. It drew the season's record attendance of 1,200 in the current UJA campaign.

Mayor William O'Dwyer, Leon

(Continued on page 3)

Senator to Call Off Licensing Efforts for Ad Code Restrainers

WASHINGTON, April 27.—On the basis of assurances from 14 top industry executives that the industry itself will act to prevent exploitation in film advertising of misconduct by stars, Senator Ed Johnson announced to day that he was postponing the Senate Interstate Commerce Committee hearings scheduled for May 15 and was recalling Judge Stephen S. Jackson, special committee consultant, from Hollywood.

Johnson made the announcement today after a three-hour, hush-hush meeting last night with top company and Motion Picture Association of America officials. Johnson said the industry leaders had convinced him of their concern with the

(Continued on page 3)

Say Argentine-U.S. Film Deal Is Set

WASHINGTON, April 27.—The industry and the Argentine government have agreed on terms of a new film agreement, it was reliably reported here today.

Indications were that the agreement

(Continued on page 2)

Iarch Film Returns Ahead of March, '49

Washington, April 27.—Pub- ıcly-reported cash dividends y film companies in March mounted to $7,106,000, com- ared with a revised March, 949, figure of $6,937,000, the ommerce Department said ere today. This was the first ime in six months that the urrent monthly figure ran head the previous year.

Total for the first quarter f 1950 was $9,367,000, com- ared with a 1949 first quar- er total of $10,587,000.

Griffith Would Drop One House to Meet U. S. Order

OKLAHOMA CITY, April 27.—Defendants in Griffith anti-trust case argued in a brief today no divestiture is now needed, with the exception of a single house in Enid, Okla., to fulfill mandate of the U. S. Supreme Court.

Defense attorneys filed their requested findings of fact and conclusions of law in the 11-year-old case as mandate proceedings reached a final stage. Judge Edgar S. Vaught is now considering an order which will meet the terms of a U. S. Supreme Court decision which held the defendants guilty of anti-trust law violations.

Griffith attorneys filed a 365-page document in an attempt to show that the defendants "have not exercised or misused circuit buying power in negotiating or making contracts for the licensing of motion picture films." The brief said that since July, 1946, "defendants have not combined their competitive towns with their non-competitive towns in licensing pictures from the major distributors."

Makeup of the Griffith interests has

(Continued on page 2)

Johnston to Visit France After U.K.

Motion Picture Association of America president Eric A. Johnston will visit France "and perhaps several other European countries" following the Anglo-American remittances talks which are scheduled to open in London on May 15, he reported here yesterday.

Johnston said he will be accompanied to the London conference by his assistant, Joyce O'Hara. They will leave here by plane on May 12.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

PARAMOUNT PRESENTS

NO MAN OF HER OWN has "shock scenes of enormous impact."

starring BARBARA STANWYCK • JOHN LUND

—reports Hollywood Reporter

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ROBERT M. WEITMAN, United Paramount Theatres vice-president, will leave here today for Chicago.

•

DOROTHY BLOCK, secretary to I. F. DOLID, Warner home office executive, is leaving the company after 20 years service, to assume household duties.

•

OSCAR MORGAN, Paramount short subject sales manager, left here yesterday for Washington.

•

THOMAS J. HARGRAVE, Eastman-Kodak president, and MRS. HARGRAVE will sail from here tonight for Europe on the *S.S. Queen Elizabeth.*

•

SAM GALANTY, Columbia Mid-East division manager, is in Pittsburgh.

Projectors Take SMPTE Spotlight

CHICAGO, April 27.—Advances in theatre projection and screen lighting equipment including descriptions of the new RCA 100 and the Simplex projector mechanisms featured today's sessions of the 67th semi-annual Society of Motion Picture and Television Engineers meeting at the Drake Hotel, which ends tomorrow.

A new differential carbon feed system for projection arc lamps designed to answer a challenge presented by the increasing use of larger motion picture screens and a demand for higher picture brilliancies was described at the same session by Arthur J. Hatch of the Strong Electric Corp. Other papers included reports by J. W. McNair, American Standards Association, on the work of the ASA committees concerned with standardization in photography and motion pictures and a discussion by Tom Miller of Eastman-Kodak on lighting factors which must be understood and considered for the best results in color photography.

Show Magnetic Recorder

CHICAGO, April 27.—A complete portable magnetic film recording system is being demonstrated by Westrex Corp. at the SMPTE convention here. In attendance are company representatives J. G. Frayne, G. R. Crane of Hollywood, and R. O. Strock, New York.

Giffin, TOA Director, Dies in Oklahoma

MIAMI, Okla., April 27.—Funeral services were held here today for John Giffin, a director of the Theatre Owners of America and board chairman of the Theatre Owners of Oklahoma, a TOA regional. Additionally, he was general manager of the Coleman Theatre here.

Giffin suffered a stroke last Thursday and succumbed here on Tuesday. A widower, he leaves a brother and a sister, both of California.

Phonevision Outmoded by Skiatron System: Levey

Arthur Levey, president of Skiatron Corp., asserted here yesterday that his company has developed an instrument that can perform the same function as Phonevision without using the telephone equipment that is necessary to the operation of the latter. Both are intended to bring motion pictures into homes over television on a pay-as-you-go basis.

Explaining that the Skiatron development is an attachment which will permit radio waves to perform the same as telephone cables in the case of Phonevision, Levey said a pilot model of the instrument will be demonstrated shortly. It has been patented as "Subscriber-Vision," he added.

Levey said Subscriber-Vision is "the answer to the objections to Phonevision." In effect, he claimed, Subscriber-Vision is Phonevision by radio instead of telephone, and at less expense.

Skiatron's stock issue has "comfortably exceeded the minimum requirements within the period stipulated in the offering," Levey reported to company stockholders at a meeting here on Wednesday. He told the stockholders that negotiations are in progress with "three large corporations" for the completion of improved demonstration models of the Supersonic large-screen video projector. He claimed that the projectors can be produced at "substantially lower cost than competitive cathode ray models."

NYU Gets 'Hamlet' Print from Rank

A print of "Hamlet" was presented yesterday to the New York University Library of Motion Picture Classics by British producer J. Arthur Rank. Dean Thomas Clark Pollock presided at the presentation reception for Rank at the University Faculty Club here. Others in attendance were Motion Picture Association of America president Eric A. Johnston, American Rank Organization president Robert S. Benjamin, and Universal-International president N. J. Blumberg.

'Holiday' to Aid Benefit

A private screening of the Alcorn production, "Johnny Holiday," will be held tonight at Toot Shor's here. Premiere of the film, a United Artists release, is scheduled for May 15 at the Mayfair Theatre, with proceeds going to the National Cartoonists Society's "Somebody Cares," a fund to rehabilitate delinquent children.

Argentine Deal

(*Continued from page 1*)

would be signed and made public over the weekend. Eric Johnston, president of the Motion Picture Association of America, will sign for the American producers and Argentine Finance Minister Ramon Cereijo for Argentina. Johnston and Cereijo have been heading the negotiating teams in the intensive bargaining sessions of the last few days.

Phonevision Up at K.C. Allied Meeting

KANSAS CITY, April 27.—A film report on, and discussion of Phonevision will be a feature of the all-industry luncheon hereon May 10, to be held in conjunction with the drive-in theatre equipment show and the annual spring convention of Allied Independent Theatre Owners of Kansas and Missouri at the Phillips Hotel.

Both Abram Myers, general counsel for Allied States, and Trueman Rembusch, president, will be here to conduct open forums at the local theatre unit's sessions.

McWilliams, Hadley Elected by AMPA

Blanche Livingston of RKO Radio having declined the nomination for vice-president of the Associated Motion Picture Advertisers, the organization yesterday elected Hap Hadley to that office, and, as expected, Harry McWilliams was elected president, succeeding Max E. Youngstein.

Others elected at the annual luncheon-meeting held here were: Treasurer, Ligé Brien, who succeeds the late Harry N. Blair; secretary, Marjorie Harker; directors, Youngstein, Charles Alicoate, Gordon White, Vincent Trotta, Evelyn Koleman, David Bader and the four newly-elected officers; trustees, Chester Friedman, Jacques Kopfstein and Rutgers Neilson.

Griffith Brief

(*Continued from page 1*)

greatly changed since the suit was first filed in 1939. Video Independent Theatres now operates many of the houses owned by Griffith.

Griffith Consolidated Theatres, Inc., one of the original defendant concerns, should divest itself of interest in the Royal Theatre at Enid, the brief admits. The theatre is held jointly with Roy T. Shield. Either Consolidated or Shield should henceforth operate another Enid theatre now held jointly, the brief adds.

The brief said competition of the circuit held favored position in many cities by virtue of prior relations with distributors. The regular customer position, whether occupied by a defendant or a defendant's competitor, resulted from "common sense business recognition of established business relations between the various major distributors and their respective customers," it said.

The brief argued against a government proposal that Theatre Enterprises, Inc., be made a party to the suit. Sale of R. E. Griffith Theatres, Inc., to Theatre Enterprises was "not a conspiracy to violate the Sherman Act," it declared. R. E. Griffith Theatres was one of the four original defendant concerns.

Rank in Tentative Co-production Deals

Asked whether he had consummated any co-production deals during his recent visit to Hollywood, J. Arthur Rank said here yesterday that he had made arrangements there for such deals pend[illegible]he finding of the "th[illegible]ight stories." He declined to identify the Hollywood producers with whom the tentative arrangements have been made.

Rank will leave here today for England aboard the *S. S. Queen Elizabeth* following a five-week visit in the U. S.

1st of 2 Columbi Meetings on Mond

Columbia home office executi sales personnel and department he will leave here for Chicago on S day to attend the first of the c pany's two sales conventions, beg ning Monday, at the Drake Ho The meeting will run for four d and all of the sessions will be un the chairmanship of A. Montag general sales manager. Second sess will be at Atlantic City, May 15

NEW YORK THEATRI

RADIO CITY MUSIC HALL
Rockefeller Center
"NO SAD SONGS FOR ME"
starring
MARGARET WENDELL VIVECA
SULLAVAN·COREY·LINDFORS
A Columbia Picture
Plus Spectacular Stage Presentation

Paramount Presents
BING CROSBY
FRANK CAPRA'S
RIDING HIGH
In Person
BILLY ECKSTIN
HENNY YOUNGM
PETE RUGOLO
and his Orch.
PARAMOUNT TIMES SQUARE
Midnight Feat Nightly

Montgomery Paul
CLIFT·DOUGLAS
The BIG LIFT
20 CENTURY
RIVOLI
B'WAY AT 49th St

BETTY GRABLE
Victor MATURE Phil HARRIS
IN
"WABASH AVENUE"
ON STAGE!
Louis ARMSTRONG
CHICO MARX
20 CENTURY FOX
Rox
7th Ave. & 50th St.
MOVIES ARE BETTER THAN

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturd Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpul New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secreta James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Wea Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washingt J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Londo Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Internatio Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N Y., under the act of March 3, 1879. Subscription rates year, $6 in the Americas and $12 foreign; single copies, 10c.

EWS Brief . . .

CKIE ROBINSON, Brooklyn)odgers' star, was honored yesay with a testimonial presentation Youth United, child welfare orzation which has been named fic[illegible] of the proceeds from the nie[illegible]rformance of "The Jackie inson Story," Eagle-Lion release.

•

eveland, April 27.—Representas of approximately 70 accounts Cooperative Theatres met here y to discuss the recently annced 20th Century-Fox direct ng plan. It is reported all ed to continue with the buying bine without excluding direct s with 20th-Fox.

•

everal publicists at Columbia and arner Brothers have been granted wage increases following com- negotiations with the Screen licists Guild. SPG's contract with majors calls for a six-month re- of wages. Results of wage negoons with other companies are to announced shortly.

•

ASHINGTON, April 27.—The Mo- Picture Association of America y urged Congress to approve the rnational Trade Organization. PAA president Eric Johnston a statement in support of the with the House Foreign Affairs mittee, which is holding hearings ratification of the ITO charter. charter contains special protection the film industry.

t 'Album' Showing

Concert Album," musical featte starring Nadine Conner and rles Kullman of the Metropolitan ra, which Gordon Films is disiting, will be shown on April 28 he Coronet Theatre, Dallas, at a ial dedication ceremony in honor he late Arthur L. Kramer, mem- of the Metropolitan's board until death last February.

)A Dinner

(Continued from page 1)

enstein, Max J. Schneider and ph Willen received JDA citations "outstanding service to the cause uman rights." Guest of honor was York State Supreme Court Jus- Meier Steinbrink, national chair- of the ADL.

articipants in a dramatic presenta- included Representative Franklin Roosevelt, Jr., Senator Irving M. , Jackie Robinson, Roy Reuther, o Roper, Professor William H. patrick and Raymond Massey, who d as narrator.

red Schwartz was dinner trea- r, with the following amusement istry figures serving on the dinner mittee: Benjamin Field, Leopold Friedman, Eugene Picker, Arthur el, Jr., Alfred W. Schwalberg, Rosen, William J. German, ry Goldberg, Chick Lewis, Manny ch and George F. Dembow.

ME FIRM IS LOOKING FOR
ACE IN THE HEART OF THE
LM DISTRICT. WE HAVE IT
A REASONABLE RENTAL.

WRITE BOX 439
MOTION PICTURE DAILY
1270 6th AVE., N. Y. CITY

Pledge Johnson

(Continued from page 1)

problem and had promised to deal with it through a "stringent amendment" to the advertising code.

He said he was postponing the hearings to give the industry time to work out its own solution. The implication was that if the industry did solve the problem to Johnson's satisfaction, the licensing bill, the hearings, and the "other approaches" he has been talking about were all dead, but that for the time being they remained as a club over the industry's head to make sure the companies live up to their promise.

Backtracks on Name-calling

Johnson also used the occasion to backtrack considerably on some of the nasty names he had been calling industry leaders in general and MPAA president Eric Johnston in particular.

MPAA spokesmen said Johnson referred to the amendment recently approved by MPAA's Advertising Advisory Council, which would bar texts or illustrations capitalizing or appearing to capitalize on the misconduct of any person associated with a film in release or about to be released. This still must be approved by the MPAA board.

That the board will approve it cannot be doubted in view of the list of officials who met last night with Johnson and his assistant, Edward Cooper. The industry delegation consisted of 20th Century-Fox president Spyros P. Skouras, Paramount president Barney Balaban, RKO president Ned Depinet, Warner Brothers' vice-president Albert Warner, Loew's president Nicholas M. Schenck, Loew's vice-president J. Robert Rubin, Universal president Nate Blumberg, Republic vice-president Theodore Black, Columbia vice-president Jack Cohn, Wallis-Hazen Prod. president Joseph H. Hazen, and from the Motion Picture Association, Johnston, Francis Harmon, Joseph I. Breen, and Joyce O'Hara.

Most of the industry toppers arrived in town secretly late yesterday and left immediately after the meeting at MPAA headquarters.

Share Johnson's Concern

Johnson's statement started off by saying that "last night on their invitation, I conferred with the executives of the leading corporations of the motion picture industry." He said they had convinced him that "my deep convictions respecting the harm to the American people involved in the exploitation of the immorality of motion picture performers is shared by them. These executives, individually and collectively, emphatically assured me of their grave concern and their well-considered plans to deal with this problem through the adoption of a stringent amendment to their advertising code, which, they contend, would effectively prevent exploitation of misconduct of performers in motion picture advertising."

Johnson "conceded the positive need for additional time, since the problem is involved greatly," and therefore the postponement of the hearings and the recall of Jackson.

When asked when the hearings might be rescheduled or whether Jackson would stay on the committee payroll, Johnson refused to elaborate on his prepared statement.

Asked how the advertising code amendment would deal with his criticisms of the stars themselves, the Senator said he had "always been primarily concerned with the exploitation of the misconduct."

Johnson said that since he had not "hesitated in recent weeks to state bluntly that the industry has failed in an important respect, I hope that I may have the pleasure soon to commend it heartily for having taken an important and far-reaching forward step in the public interest."

As for Eric Johnston, the Senator said: "I should like to commend him for his sincere and enthusiastic efforts in this entire matter." Johnson admitted he now felt he had done the MPAA president "an injustice, when some weeks ago in castigating the industry for its laxity in the matter of exploitation of immorality, I suggested he had the power to prevent such evils. As president of the association, he has been and is a wholesome influence for common sense and decency; yet he does not have the authority usually vested in a czar. I wish he had that power. I hope it may be imposed upon him soon."

MPAA officials said that the meeting, which started at seven, lasted until 10, and included dinner, was carried on in the most amiable manner throughout.

Jackson Hopes There Will Be No Need for Hearings

HOLLYWOOD, April 27.—Following the disclosure in Washington today that Senator Ed Johnson would call off his Interstate Commerce Committee hearings on misconduct by stars and would recall Judge Stephen S. Jackson, special Committee consultant from Hollywood, in return for voluntary industry exploitation restraints, Judge Jackson issued the following statement here:

"A satisfactory plan of self-regulation within the industry itself has been worked out. This is what I have urged from the beginning, and I am pleased with this accomplishment.

"While here I have talked with a great many people. Many of them have come to me entirely unsolicited, undoubtedly as a result of the extensive publicity concerning my visit here. I have talked to prominent people and to plain everyday folks in and out of the industry. I have received a great deal of information, some good and some bad. I am personally glad that the hearing has been postponed, and I hope there will be no necessity for hearings.

"Those executives whom I attempted to contact in the industry I saw without difficulty, except one, who was away. Those with whom I talked were cordial, but of course were strongly opposed to any Federal censorship measure, a view which I have expressed from the outset."

MPIC, SAG Approve Johnson Bill Action

HOLLYWOOD, April 27.—"Senator Johnson's decision to suspend his investigation is in accord with what the Motion Picture Industry Council has been contending all along—that no bill or investigation was warranted," the MPIC said today in a statement signed by chairman Roy Brewer and public relations committee chairman Dore Schary.

Screen Actors Guild executive vice-president Jack Dales also issued a statement, saying, "As good citizens, the overwhelming majority of motion picture actors agree that Senator Johnson made a wise decision in dropping his proposal for policing the private lives and social conduct of individuals."

New Tax Drive

(Continued from page 1)

surprised by the number of moviegoers who are voicing their disappointment" over the partial tax vote," COMPO here reports.

H. M. Richey and Oscar A. Doob, New York members of the COMPO tax group, sent out wires to exhibitors, labor organizations and distributors urging them to re-contact Congressmen and point up the adverse public reaction to the House Committee's action.

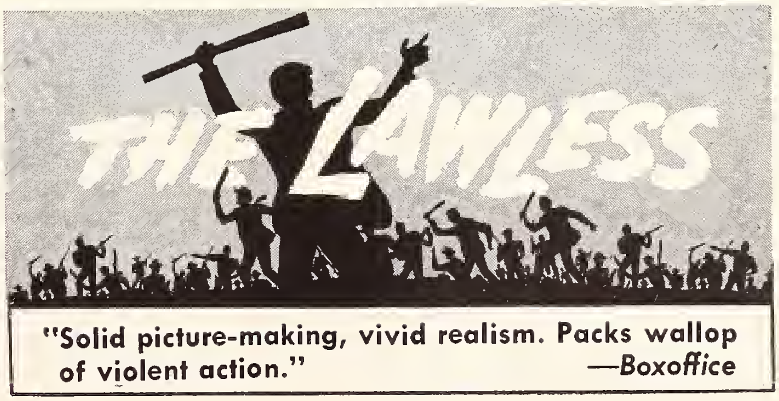
Emanuel Frisch, chairman of the tax committee of the Metropolitan Motion Picture Theatres Association, has called a special meeting of his group for early next week to take up the newly-intensified effort to win total elimination of the tax. The New York organization will send telegrams over the weekend to all 25 members of the N. Y. Congressional delegation.

The tenor of the new drive now is that the public, through millions of petitions, has expressed its choice for eliminating the tax entirely, and the House group failed to come through with adequate action.

Flat Rentals

(Continued from page 1)

board. The committee, which includes Wilbur Snaper, Sidney Samuelson, Charles Niles and Irving Dollinger, conferred this week with the sales heads of the eight majors in an endeavor to persuade the companies to eliminate "must" percentage selling in favor of more flat rentals for approximately 8,000 theatres in the U. S.


THE LAWLESS
"Solid picture-making, vivid realism. Packs wallop of violent action."
—Boxoffice

Variety

(Continued from page 1)

the ground it would move the proposed public relations organization into the area of trade practices which, by original declaration of purposes, it did not intend entering.

Robert J. O'Donnell, retiring International Chief Barker, raised this, but also pointed out it did not necessarily follow the suggestion will be adopted when COMPO meets in Chicago on May 8. Robert B. Wilby, Atlanta, made the same general observation but without specific reference to Rodgers' and Smith's proposals. He doubted that Variety belonged in COMPO at all.

Retains Representative Post

After discussion in which it was established Variety already had voted formal participation at its recent midwinter meeting, a request from O'Donnell that he continue to represent Variety at COMPO until that organization is finalized or for the balance of 1950 was unanimously adopted. At the same time, O'Donnell declared the most severe setback COMPO had received in its organizational phases was traceable to the Washington conference when the Theatre Owners of America withheld approval, although he noted that TOA subsequently withdrew opposition and voted support.

Reviewed at length, with decision on renewal left to a reappraisal by the individual "tents," was a one-year deal made in San Francisco with the American Guild of Variety Artistes. Under this arrangement, Variety agreed to pay $20,000 into AGVA's insurance fund in return for which each club could call upon AGVA members to perform one night weekly in various club headquarters and at one large-scale benefit annually in theatres without charge.

Hear Stamp Plan

A. Hotchkiss, Jr., representing the Basic Corporation of San Diego, Calif., presented a cash discount stamp plan for which he sought Variety's endorsement. Described as "Moovee Stamp," he predicted Variety might benefit to the tune of $100,000 or one per cent of the gross sale of these stamps, for its international fund provided the scheme were adopted and employed nationally by Variety's approximate 10,000 members. A committee headed by Sam Witow of Louisville will report on the plan tomorrow.

Other business transacted today included: Formalized a charter whereby Salt Lake City became Tent No. 38.

Voted Philip, Duke of Edinburgh, and U. S. Ambassador to Britain Douglas honorary life memberships at the request of Tent No. 36, London.

Heard a report from Marc Wolf, second assistant international chief barker, who attributed considerable of Variety's progress last year to Robert J. O'Donnell, retiring international chief barker.

McCraw Reports

Heard a report from William McCraw, international executive director, who stated various tents were in first-class operational condition with the exception of Tent No. 2, Columbus, and Tent No. 31, New Haven. He recommended the Columbus charter be withdrawn pending a reorganization there.

Heard a report from Charles E. Lewis, International "press guy" and convention director, on Variety Clubs' Will Rogers Hospital, Saranac Lake, N. Y. Patients now number 43. In the first 10 months of the hospital's new management, $30,000 was spent on new equipment. It costs $11,000 per month to operate and $68 a week to maintain each patient. Film distributing companies are contributing $75,000 a year for two years, terminating in June, 1951. Eastman Kodak, the report divulged, had made a contribution of $6,000. Under current income arrangements, the hospital can operate for two more years, although a plan beyond that period is yet to be determined.

Friday will be the climatic day of the convention. The highlight, dramatically, will be election of officers in the afternoon. The political climate remained generally in *status quo*, but with the arrival tonight of John H. Harris, "international big boy" who is sponsoring Jack Beresin to succeed O'Donnell temperature and tempers were prepared for a change. The name of Gene Autry as a compromise candidate was heard more often although influential Variety wheelhorses refused to take it seriously.

Ex-chief barkers attended their annual "Hey Rube" dinner on the *S.S. Cotton Blossom* tonight and later joined other delegates and wives in a night sail on the Mississippi.

Variety Clubs to
Industry Palsy Dr

NEW ORLEANS, April 27.–
Charles Bronson of the United
bral Palsy Associations, New
and Henry Plitt of Paramount
Theatres here, described to dele
to the Variety Clubs Interna
convention today the need for th
000,000 May campaign [illegible]
facilities for America's 536[illegible]

The cooperation of Variety [illegible]
the campaign, in which the motio
ture industry is enrolled, was
by Robert J. O'Donnell, Interna
chief barker.

Collier's Blasts Movie Censorship

SHOULD the movie industry stop taking it—and start dishing it out? Is it time to punch the censors right in their blue noses?

Don't miss Lester Velie's fighting article in Friday's Collier's. He tells you and more than 3,200,000 Collier's families of some of the incredible decisions made by censors in the past. He explores the narrow minds that wield these wide powers. And he shows how censorship, bad enough today, would be even worse if the Johnson Bill became law.

What are Hollywood's plans for meeting this growing menace? Be sure to read YOU *CAN'T* SEE THAT MOVIE: Censorship in Action. In Collier's, out today.

Collier's*—*Out Today

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ariety Elects 'olf; Vote , Unanimous

resin, Charles Skouras ected as Assistants

By RED KANN

EW ORLEANS, April 30.—Dis- ing groups within Variety In- ational resolved their differ- s by caucus and negotiation ay and unanimously voted Marc 'olf of Indianapolis International f Barker, succeeding Robert J. onnell, seven-time incumbent.

The understanding reached off e convention floor was so oroughly compounded that the tire slate of top officers for

(*Continued on page* 5)

riety Clubs Set dget for Charity

w ORLEANS, April 30.—Variety ; International on Friday pledged to raise and to spend $2;784,800 s wide charities in 1950-51.

is compares with pledges of

(*Continued on page* 5)

lalf-a-Tax No Joy 'o N. Y. Patrons

"Our patrons have already egun to register with us their spleasure with the proposed rtial cut (in the Fed- al admission tax), stating at they cannot understand eir dimes being taxed when eir Representatives in Con- ess favor complete repeal." Emanuel Frisch, chairman the tax committee of the etropolitan Motion Picture sociation, has wired this essage to the 25 Congress- en representing the New rk area, it was reported at e weekend by D. John Phil- os, MMPTA executive di- ctor.

Allied Flat Rentals Unit Seen Making Headway

A survey of the activities here last week of the Allied flat rentals committee shows that appreciable headway toward securing an expanded application of flat rental selling for small independent theatres has been made by the group.

It is understood also that from the committee's viewpoint progress was made, too, in other trade practice areas, including competitive bidding. A "favorable" report on the group's talks with the sales heads of the eight majors will be filed with the Allied board, it was indicated.

Distribution chiefs are said to have "lent a sympathetic ear" to the Allied

(*Continued on page* 4)

AppealCourtHears Motion vs. Longer Loop Runs Today

CHICAGO, April 30.—The entire issue of extending first-runs here beyond the two-week limit imposed by the District Court in its Jackson Park decree will be argued before the Circuit Court of Appeals tomorrow. Jackson Park attorney Thomas McConnell filed an appeal motion with the latter tribunal after the District Court allowed an eight-week run for 20th Century-Fox's "Come to the Stable" at the United Artists Theatre.

McConnell seeks a ruling which would settle "once and for all" the issue of granting runs greater than two weeks in light of the District Court decree. He contends that noth-

(*Continued on page* 5)

Settlement of RoadSuitDue

CHICAGO, April 30.—Defendants and plaintiff in the Road Theatre $750,000 anti-trust suit have reached a tentative out-of-court settlement.

The suit, which charges discriminatory clearance and selling practices, was to have come to trial in Federal court here tomorrow but the hearing

(*Continued on page* 4)

Columbia Meeting To Discuss Decrees

CHICAGO, April 30.—Attended by 21 home office executives, and by 95 delegates from the field, representing four divisions and seventeen exchanges, the first section of Columbia's two-part sales convention for 1950 will get underway here tomorrow at the Drake Hotel. The meetings will last for four days and will be under the chairmanship of general sales manager A.

(*Continued on page* 5)

Para. Boosts Stock Buy

Paramount Pictures Corp. has purchased more than 350,000 shares of its stock, pursuant to the corporation's bid to purchase 500,000 shares of common at $21 per share. Paramount's bid was placed on the New York Stock Exchange on Thursday, April 13, and is subject to withdrawal after May 4, or when the corporation has acquired 500,000 shares.

The stock purchase up to Friday represented an investment of $7,350,000, on the basis of $21 per share. Between the April 13 filing date and April 19, it acquired 100,000 shares, for $2,100,000. From the latter date to the weekend it acquired 250,000 shares, for $5,250,000.

7,000TheatresOpen Palsy Drive Today

More than 7,000 theatres have volunteered to participate in the industry's campaign for the United Cerebral Palsy Associations starting today, under national exhibitor drive chairmen Gael Sullivan, executive director of the Theatre Owners of America, and Rotus V. Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, Leonard Gold-

(*Continued on page* 6)

Myers: Legal To Deny Films ToPhonevision

'Exhibitors Will Not Be Intimidated by System'

WASHINGTON, April 30.—There is nothing in the anti-trust laws that prevents a film producer from refusing films for Phonevision, Allied States Association general counsel Abram F. Myers declared over the weekend.

At the same time, Myers again reminded producers that while no exhibitor group has threatened to boycott any company licensing films to Phonevision, "they do not relish the idea" and will not "sit idly by while (Eugene F.) McDonald

(*Continued on page* 6)

'Humiliating' Bow to Sen. Johnson: Myers

WASHINGTON, April 30.—If the film producers had listened when Allied States Association submitted the Finneran Plan, they would have avoided the "humiliating experience" of having had to come to Washington and prom-

(*Continued on page* 4)

Lessing, Faris to be SIMPP Delegates

Hollywood, April 30.—Gunther Lessing, chairman of the executive committee, and Marvin Faris, executive secretary, will represent the Society of Independent Motion Picture Producers at the Council of Motion Picture Organizations meeting May 8 it was decided Friday at an executive committee meeting presided over by president Ellis Arnall. The meeting was given over largely to a discusion of the impending negotiations on the British trade pact in London.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

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A Paramount Picture
PARENTS' MAGAZINE
SPECIAL MERIT AWARD

NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

A. W. SCHWALBERG, Paramount Film Distributing president, left here Friday for New Orleans and is due back today.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, returned here from New Haven at the weekend. PAUL J. RICHRATH, his home office assistant, has returned here from Boston.

•

JOHN B. McCULLOUGH, director of conservation for the Motion Picture Association of America, will leave here today for a two-week tour of the mid-West.

•

LOKE WAN THO, operator of 36 theatres and several newspapers in Malaya, is in New York from Singapore on a honeymoon trip.

•

EMANUEL D. SILVERSTONE, 20th Century-Fox International vice-president, left here yesterday by plane for a tour of Latin America.

•

LESLIE WHELAN, 20th Century-Fox International advertising-publicity director, has returned here from a tour of Europe.

•

WILLIAM THOMAS, producer, will arrive here Wednesday from the Coast.

•

WARREN LOGAN of Samuel Goldwyn Productions publicity department here, has joined the Lynn Farnol office.

•

JOAN HARRISON, producer and writer, will return here today by plane from the Coast.

Services for Rosenblatt

BOSTON, April 30.—Over 350 attended funeral services for the late Harry Rosenblatt, branch manager for Metro-Goldwyn-Mayer at New Haven. Managers of all distribution offices here attended with representatives of all leading circuits. Representing the M-G-M home office were John P. Byrne, Eastern division sales manager, and Morris N. Wolf of the public relations department.

E. G. Abbott, 85

PORTLAND, Ore., April 30.—E. G. Abbott, 85, one of the Northwest's earliest motion picture exhibitors, died at Memorial Hospital, Sedro Wooley, Wash., according to word reaching here. A daughter, Mrs. Emma Abbott Ridgeway, who manages Abbott Theatres, survives.

Sidney Kandel Dies

Funeral services were held here on Friday for Sidney Kandel, 43, vice-president of Bonded Film Storage, New York, who died suddenly Thursday night from a heart attack.

Sam Shain's Father Dies

Jacob G. Shain, father of Sam Shain, 20th Century-Fox exhibitor relations director, died Friday in Boston.

Tradewise . . .

By SHERWIN KANE

THE action of the House Ways and Means Committee in voting last week to limit Federal admission tax relief to a reduction of only one-half of the 20 per cent wartime excise was a keen disappointment to the entire motion picture industry.

It should be no less a disappointment to the millions and millions of theatre patrons who have written letters to their representatives and signed petitions for the complete elimination of the tax.

Levied in wartime, the industry shouldered the burden of the 20 per cent tax, on top of all other increased corporate and individual taxes, without complaint. In the immediate postwar years, with business still at comfortable levels, the industry made no organized protest against continuation of the wartime tax.

It was not until five years after the end of the war that the industry, confronted with deteriorating economic conditions, and new forms of competition, came to the realization that it could no longer accept without protest a Federal excise that was further aggravating its troubled business scene and delaying the day of its recovery.

That the industry was correct in its conclusion that theatre attendance was being depressed to a serious degree by continuance of a 20 per cent Federal premium upon every theatre ticket purchased, was demonstrated by the millions of signers of petitions and the other millions of letter writers asking repeal of the Federal tax. People who are not disturbed by that financial penalty placed upon their entertainment do not bother to sign petitions and write letters to their Congressmen, no matter how urgently they are requested to do so.

And people who write and sign protests are people who have not been able to buy motion picture entertainment, because of the tax, as often as they would have liked in the past, and who fear they will not be able to afford it as often in the future if the tax is not eliminated.

•

The industry realizes that the House Ways and Means Committee is under Administration direction to hold excise tax reductions within specified limits and, if it exceeds those limits, to propose new sources of taxation revenue to compensate for the loss of the old.

But regardless of that, there is no justification for continuing to penalize an industry that has paid more than its share without complaint when the need was great. There is no justification for continuing the wartime tax burden to the point where it so cripples the industry that diminishing returns defeat the purpose of the tax.

If new revenues must be produced, let the writers of tax legislation look to the television field for them, where entertainment in competition with tax-burdened industries is purveyed tax-free.

This industry is well aware, also, of the nation's vital need to avert inflation. Taxation of the overburdened is not the answer to that. There are many procedures far more sound, not the least of which is a well-ordered economy in government.

This industry is well advised to continue unabated its demand for complete elimination of the wartime excise. Let the fight be continued, but with renewed vigor, in the House Ways and Means Committee before formal tax legislation is reported out. Let it be directed, too, to the Senate Finance Committee and thereafter to the joint conference committee which will have to agree on the legislation to be put before Congress.

There still is time and this well may be a fight for life.

• •

Bill Cunningham, writing in the *Boston Herald* about the United Cerebral Palsy Associations' $5,000,000 campaign next month, which is being aided by the industry, said:

"I have just seen the Cerebral Palsy trailer, made by the motion picture industry, featuring Alan Ladd and Bill Demarest. It will go into all the newsreels starting May 7. Hy Fine of the Metropolitan Theatre is New England chairman of the motion picture division, and he tells me this trailer will be shown in 'most theatres in the U. S.'

"I don't know why the 'most' shouldn't be 'all.' That trailer does things to the heart."

Exhibitors, the trailer will be at your theatres next week. See it. You will wonder, as did Cunningham, why any theatre should be unwilling to show it.

Newsreel Parade

PRESIDENT TRUMAN's speech on Communism and the student riots in New York are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 35—President Truman declares U. S. Reds are not a major threat. Students riot in New York. Israel marks independence. Parachuting. "Mental Health Week." Sports: Boston marathon race. Shooting-the-rapids.

NEWS OF THE DAY, No. 269—Student riots in New York; Paris youth also riot. John Maragon convicted. Frank Costello testifies. Independence Day in Israel celebrated. Navy parachuting graduation. London zoo scene.

PARAMOUNT NEWS, No. 72—Independence Day in Israel. U. S. labor behind palsy drive. New coiffure fashions. President Truman defends program to detect disloyal persons in government. Graduation day for parachute riggors.

TELENEWS DIGEST, No. 17-A—Israel: two years of freedom. Washington: Owen Lattimore defended. John Maragon guilty. Red River floods. Spring maneuvers in Norway. Racing. News story of the past; event in World War II.

UNIVERSAL NEWSREELS, No. 347—Germans escape from Russian zone in flight to freedom. Parachute jumping. Strength test for Army crates. Speedboat racing. Cat mother's litter of baby rabbits. France: women cigar smokers.

WARNER PATHE NEWS, No. 74—Air Secretary Finletter, Stuart Symington and John Foster Dulles sworn in. John Maragon found guilty. President Truman speaks on Communism. King George with scouts. Flying saucers in Paris. One-dress wardrobe. Surf sailing. Motor cycling.

Pinanski Appoints Drive Committee

Appointments of an executive committee and chairmen of newsreel and trade press committees which will round out his organization for the industry's participation in the U. S. Savings Bond Drive have been completed by Sam Pinanski, national drive chairman.

In addition to Pinanski, who is president of the Theatre Owners of America, the executive committee will include:

Gael Sullivan, TOA executive vice-president; Trueman Rembusch, president, Allied States Association; Wilbur Snaper, president, Allied of New Jersey; Carter Barron, Loew's Eastern division theatre manager, Washington; H. V. (Rotus) Harvey, president, Independent Theatre Owners of Northern California; Herman Robbins, president, National Screen, and Mitchell Wolfson, Wometco Theatres.

Edmund Reek, Movietone News, will head the newsreel committee and *Variety* editor Abel Green will be chairman of the trade press committee.

Greater N. Y. Fund Post to J. R. Vogel

Joseph R. Vogel, vice-president of Loew's, has been named by Robert Dowling, head of the Greater New York Fund drive, as chairman of the amusement division, which includes the motion picture, legitimate theatre, sports and other fields of the amusement business.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sberwin Kane, Editor; Terry Ramsaye, Consulting Editor. Publisbed daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Otber Quigley Publications: Motion Picture Herald; Better Tbeatres and Tbeatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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WINCHESTER '73

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Screenplay by ROBERT L. RICHARDS and BORDEN CHASE · Directed by ANTHONY MANN · Produced by AARON ROSENBERG

A HIGHLIGHT PICTURE OF **U-I'S "BIG PUSH"**

L.A. Women's Clubs Threaten Boycott

Los Angeles, April 30.—The Los Angeles district of the California Federation of Women's Clubs adopted a resolution committing its members to boycott pictures which "flout moral decency" or present actors who "do not adhere to the American way of life" and those who "obey the letter of the motion picture code but violate its spirit."

The group moved to send copies of the resolution to Eric Johnston, all Southern California theatres and to the State Federation for action at its meeting next month.

400 'Samson' Bookings

Cecil B. DeMille's "Samson and Delilah" has received more than 400 pre-release bookings for May, it was announced Friday by A. W. Schwalberg, Paramount distribution president.

more delicious than
on any other airline!

"the Hollywood"

—fly—

UNITED

DC-6 Mainliner 300s,
11 hrs. onestop to

LOS ANGELES

Scenic daylight flight, Leave
11 am (E. S. T.) Arrives 6:55 pm

Reviews

"Faust and the Devil"

(Columbia)

A SKILLFUL job has been done in bringing to the screen this story based on Goethe's drama and Gounod's opera, "Faust." Rather than unfolding like a photographed opera, the story has been adopted to the medium of the screen, with the result that the narrative is fluid and engrossing. The film makes an especially good one for "art theatres" but it will also appeal strongly to opera lovers of all strata.

Gino Mattera portrays the major role of Faust in this well-known story of the man who sells his soul to Mephistopheles in exchange for youth. Italo Tajo plays Mephistopheles with guileful glee as he leads his prey to disaster through the path of pleasure. Nelly Corradi rounds out the dramatic triumvirate as Margaret, who falls in love with Faust, suffers as a consequence and dies on a pyre, confident of redemption.

The Italian-made film was produced by Gregor Rabinovitch and directed by Carmine Gallone, from the screenplay by Leopold Marchand. The voices dubbed in are those of Onelia Fineschi, Italo Tajo and Gino Mattera as Margaret, Mephistopheles and Faust, respectively. A resourceful job of English titling has been done by Herman G. Weinberg. Photography is skillful throughout.

Running time, 87 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

"The Arizona Cowboy"

(Republic)

REPUBLIC herein introduces a new addition to its singing-cowboy roster —a chap named Rex Allen. "The Arizona Cowboy" is a minor Western effort which might have some added value in certain areas where Allen is known for his recordings and radio and rodeo appearances.

The story is good enough for its type but the performances and general presentation are short on the old and ever-welcome zip and zing side. There's oil in Dusty Acres (as the yarn goes) and a group of shady operators try to keep it a secret so they can buy out the homesteaders' property cheaply. Allen latches on to the scheme and fights his way to a happy ending. He sings four tunes on the way. Others in the cast are Teala Loring, Gordon Jones, Minerva Urecal, James Cardwell, Roy Barcroft and Stanley Andrews. Franklin Andreon was associate producer, R. G. Springsteen directed and Bradford Ropes did the writing.

Running time, 67 minutes. General audience classification. April release.

GENE ARNEEL

Flat Rentals

(*Continued from page 1*)

unit's complaint that too many theatres in a number of categories find it impossible to go in for extensive showmanship activity, because their profit margins are not favorable under percentage scales. It is understood that while virtually no outright commitments came from distributor heads, there was evidence of an inclination to re-examine the buyer-seller relationships covering a number of situations. It is held possible that new flat-rental commitments will be forthcoming from some companies before the committee files its report with the Allied board.

During the committee's individual meetings with distribution chiefs, it was informed by more than one company executive that they were of the opinion that some distributors "already had gone a long way toward accommodating theatres on flat rentals." The committee was told also that it was necessary for distributors to "try out" theatres on percentage for extended periods before it could be determined whether flat rentals would be equitable.

1,058 'OurTown, USA' Prints Sold by NSS

Theatre owners already have purchased 1,058 prints of the "Our Town, U.S.A." institutional trailer that was prepared by 20th Century-Fox as a part of the industrywide showmanship campaign.

As a result of the demand for the trailer, National Screen Service, distributor of the film, has made many additional prints.

'Humiliating' Bow

(*Continued from page 1*)

ise Senator Johnson to take steps to deal with the situation, according to Allied counsel Abram F. Myers.

Myers said it was to the good that the "threat of a public washing of Hollywood linen has been averted, for the time being, at least." He pointed out that Allied did not submit the Finneran plan on a take-it-or-leave-it basis, but said that even so, "the top executives and Eric Johnston, whose lack of authority in all such matters is now admitted, merely shrugged it off."

"Allied, of course, expects no recognition for having pioneered in this field," Myers said, "but Allied leaders can be excused for pointing out that if the action which the producers now contemplate had been taken when Allied first submitted the problem to Eric Johnston, they would have been spared the humiliation of that trek to Washington."

The statement said that while Johnson's film licensing bill was "absurd," it had prodded the producers into action, and "if they really come through with the necessary reforms, the Senator will have performed a useful service."

Henry Plitt Named To Para. Gulf Post

NEW ORLEANS, April 30.—Henry G. Plitt, who has held various Paramount theatre posts in Ohio, Virginia and Kentucky, has been appointed district manager of Paramount Gulf Theatres, N. L. Carter, president, announced here at the weekend. Paramount Gulf has 48 houses in this area. Plitt's new post is newly-created.

TV Sets Likely to Escape Excise Tax

Washington, April 30. — Chances are the House Ways and Means Committee will not approve President Truman's proposal for a 10 per cent manufacturers excise tax on television sets, committee members said as tentative voting on excise reduction was completed Friday.

The committee is slated to take up technical matters this week, then move on to proposed higher corporate income taxes and the closing of tax loopholes. Later, it may reconsider increasing or decreasing its excise tax actions.

TVA Will Join in SAG's NLRB Bid

Television Authority, Screen Actors Guild's rival for jurisdictional control of video film talent, will intervene in the National Labor Relations Board representative election for which SAG has filed a petition on the Coast, it was indicated here at the weekend by a TVA spokesman.

In filing for the election for all actors employed by all motion picture producers in the Southern California area, SAG invited TVA to intervene and get its name on the ballot in the actors' referendum which will result.

TVA, which has indicated it will begin negotiations with video networks and advertising agencies on May 4, is prepared to challenge the holding of local NLRB elections however, it was said. The TVA spokesman said his organization will move for an NLRB election on a national scale.

Road Suit

(*Continued from page 1*)

has been postponed to May 15 in case of a "last minute" disagreement.

Settlement of the suit involves damages only, as the plaintiff, Ethel Soloman, is losing the lease on the 660-seat house shortly. The Road is owned by a corporation listed as a defendant, and headed by Jack Kirsch, Illinois Allied president.

Defendants named are: 20th Century-Fox, Gold Theatre Co., Homan Photoplay Co., Eileen Theatre Corp., Balaban and Katz, Warner, Universal, Eagle-Lion, RKO, Loew's, United Artists, Paramount, Columbia and Republic.

BANKING FOR THE
MOTION PICTURE
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NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Variety's Founders Voted Life Members

New Orleans, April 30. — The 11 film men who organized Variety's first tent No. 1 in Pittsburgh in 1928 and thus established the foundation of the organization as presently constituted were unanimously elected to honorary life memberships by the Variety convention on Friday.

They were John H. Harris, James G. Balmer, Sr., John T. McGreevey, John J. Maloney, John (Jack) White, John Morin, George Lai, Dave Brown, Harold Dunn, Ralph Harrison and Edward Fontaine. It was the latter who named the club "Variety."

Variety Charity

(*Continued from page 1*)

$2,800,000 made the previous year, but also hypothecates an increase of $242,350 over actual expenditures of $2,542,450 in 1949-50. Included is $175,000 pledged on behalf of the Variety Club-Will Rogers Memorial Hospital.

There are now 9,632 members in Variety International's ranks as folows: 7,841 resident barkers, 1,291 associate barkers and 500 gratis associate barkers.

Dallas in First Place

Tent No. 17, Dallas, led all others with total expenditures of $483,856 ast year. Tent No. 13, Philadelphia, was runnerup with $250,490. Following were: Tent No. 33, Miami, $248,000; Tent No. 23, Boston, $201,038; Tent No. 28, Toronto, $172,175; Tent No. 35, New York, $150,000; Tent No. 25, Los Angeles, $116,821, and Tent No. 12, Minneapolis, $105,000.

Pledges for 1950-51 were led off by Miami at $250,000, but pressing hard were Philadelphia and Boston at 150,000 each. For Miami this repreented an increase of $125,000, for Boston an increase of $50,000 and for Philadelphia a decline of $10,000.

The following "tents" revised new pledges downward as against the preceding year: Albany, Atlanta, Baltimore, Buffalo, Charlotte, Chicago, Cleveland, Dallas, Detroit, Grand Rapids, Indianapolis, Los Angeles, Memphis, Minneapolis, Philadelphia, t. Louis and Washington. Sharpest cut in pledges was Dallas, from $350,000 last year to $125,000 this year, and Los Angeles from $227,000 to 100,000.

Renew Same Pledges

The following "tents" kept their new pledges unchanged over the old: Dayton, Des Moines, Houston, New Haven, New York, Oklahoma City, Omaha, San Francisco, Toledo and oronto. Tent No. 14, Milwaukee, edged $25,000 as against $5,000 last ear. Tent No. 37, Denver, which is recent addition, pledged $10,000 for charity yet to be found.

"Bad Boy," Allied Artists film sponored by Variety, has grossed $520,000 in 7,506 runs to date, according a report made by the producer. an additional $190,000 required reach the break-even point is ached through playdates designated Variety's membership, Steve roidy, AA president, declared in a tter to O'Donnell he will donate an dditional $10,000 to the fund.

Variety Elects Marc Wolf

(*Continued from page 1*)

the next year was voted into office without opposition candidates or a single opposition vote cast.

Jack Beresin of Philadelphia, who withdrew his candidacy for the top post as part of the harmony move, succeeded Wolf as First Assistant International Chief Barker. An important new figure in the organization's affairs will be Charles P. Skouras of Los Angeles who was named Second Assistant International Chief Barker, succeeding Beresin. So far as it is known, this is the first time Skouras has accepted the third ranking post in any industry organization functioning on a national level.

Skouras Compromise Choice

It came about as part of the general plan of compromise under which Skouras is now projected into Variety at its national level after a futile effort was made by John H. Harris, international "big boss," to swing him for the O'Donnell spot in an effort to break the impasse between the Wolf and Beresin groups which have been jockeying for the top post for many weeks.

George Eby of Pittsburgh was reelected International "Dough Guy" (treasurer). Murray Weiss of Boston was returned to office as International "Property Master" (secretary) and Charles E. Lewis to his longstanding post as International "Press Guy." William McCraw continues as International executive director.

Backstage maneuvers reached their climax Friday morning when O'Donnell and Harris met in an attempt to calm the long-troubled waters. O'Donnell was prepared to accept Skouras as Harris's compromise candidate, but campaigners for Wolf made it quickly evident they would not be pressured into electing a candidate over the heads of officers who had long worked in what was described as Variety's "vineyards."

An incipient movement on behalf of Ralph Talbot of Oklahoma City collapsed when Talbot declared he was not in the running.

The maneuvers eventually were rearranged on behalf of Wolf after Beresin voluntarily withdrew. Meanwhile, Skouras was sold on the idea that his election, even if in the third spot, would enhance Variety's stature. It is widely taken for granted that he will emerge as a powerful figure in Variety and inevitably will become International Chief Barker in the next two or three years.

Opponents Reconciled

On the convention floor, O'Donnell and Harris openly embraced as a manifestation of the end of their misunderstandings. Harris denied he had intended influencing the elections. O'Donnell revealed he had struck out originally for John J. Fitzgibbon of Famous Players Canadian to succeed him only to find out Fitzgibbon was not available. Both O'Donnell and Harris blamed their zeal on their desire to do the best by the organization.

Even Nate Golden of Washington whose pre-campaign correspondence with Harris has been acrid, and vice versa, publicly embraced Harris. The dove of peace practically battered itself into oblivion by this time.

Symptomatic of the good feeling re-established was Harris's suggestion that a new post of International Ringmaster be created and that O'Donnell be named to it for life. This was quickly voted unanimously.

It is understood the peace move does not establish any right of succession to office nor does it set up any system of rotation by which officers automatically are moved up the line in succeeding years. On all sides, delegates expressed satisfaction over the accord reached.

Revoke Columbus Charter

The election was the highlight of the final business session. The rest of the agenda however, embraced these developments:

The charter of Tent No. 2, Columbus, O., was revoked. The club has been uncooperative and depopulated by active showmen in its area. The hope was expressed a new group might be developed and a charter for a new club issued later in the year.

"Movee Stamp," for which the Basic Corporation of San Diego, Calif., had promised Variety International one per cent of its gross sales in return for a blanket endorsement, was rejected without prejudice in the event individual club members decided to use it. O'Donnell stated his chain, Interstate Circuit of Texas, would.

Mid-year Meet in Mexico

Application for a charter for a club in Rome, Italy, failed to arrive, but will be considered, undoubtedly favorably, at the mid-year meeting to be held on an unspecified date in Mexico City.

Philadelphia was selected as the convention city for 1951.

Fred Metzler, representing the Academy of Motion Picture Arts and Sciences, explained the work of that group, emphasized the nation-wide value of publicity accruing from the Academy Awards and foresaw the day when the Academy will have its own museum.

Friday night the delegates observed, and some participated in, "a night in New Orleans" festival. Saturday was left to individual devices and the convention terminated with the Humanitarian Award banquet that evening.

Variety Cites Miami Tent

New Orleans, April 30.—Variety Club of Greater Miami, Tent No. 33, won the "Charity Citation Plaque" for 1949, awarded annually to the tent judged to have done the most outstanding charity work of the year.

The judges were Fred Metzler, representing the Academy of Motion Picture Arts and Sciences; George Healy, Jr., vice-president and general manager of the New Orleans *Times Picayune*, and Red Kann, vice-president of Quigley Publications.

Variety of Miami won over stiff competition, principally developed by the Philadelphia and Toronto tents, for its enterprise in assuming the financial and physical sponsorship of Variety's Children's Hospital, a non-sectarian, no-color-line establishment, devoted to treatment of all types of acute illnesses of children.

Variety Club of New England, Tent No. 23, made an impressive presentation of its work in arresting cancer in children. Having won the "Heart Award" two years ago, the Club asked the committee to eliminate it from its deliberations.

Longer Loop Runs

(*Continued from page 1*)

ing in the order permits the longer runs and also seeks a determination on whether the lower court is empowered to make such exceptions to its own decree. District Court Judge Michael Igoe has said that certain films, if requiring special handling, may be exceptions to the two-week limit.

About a dozen films have been allowed to play more than two weeks since the decree went into effect in Nov., 1948.

Columbia Meeting

(*Continued from page 1*)

Montague. The first session will be devoted to an analysis of business for the past year, a study of expected business conditions for the coming year and a study of the recent governmental court decisions and decrees in their relation to any possible effects they may have on the company's sales and distribution plans.

WHAT BETTER GUY TO HELP A SHOWMAN RIGHT NOW!

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COMING... bigger and better than before!

ATOM MAN vs. SUPERMAN

...COLUMBIA'S NEW FEATURE SERIAL!

Urges Patrons to Keep Fighting for Total Tax Repeal

Pointing out that the fight for total repeal of the admission tax is not lost, Harry Brandt, president of the Independent Theatre Owners Association, has urged patrons to once again make known their feelings to Congressional representatives "as they are presently making known their dissatisfaction over the halving of the tax by the House Ways and Means Committee" to theatre managers all over the country.

Brandt pledged redoubled efforts of the ITOA through the Council of Motion Picture Organizations to effect total elimination of the tax. ITOA has sent telegrams urging New York Congressmen to apprise the Ways and Means Committee of "public adverse reaction to a mere tentative roll-back to the old admission tax."

FinalSMPTESession HearsExposureTalk

Chicago, April 30.—A paper describing new methods in the determination of light values for more accurate setting of camera exposure was presented by Captain Don Norwood of Pasadena at the closing session Friday of the 67th semi-annual Society of Motion Picture and Television Engineers meeting.

Dr. Edgar Gretner of Zurich, Switzerland, demonstrated at the Wilding Studios a revolutionary type of high intensity motion picture arc lamp, of which he brought a model from Switzerland. It features the use of a very thin, slowly rotating wheel, as a negative carbon instead of a usual rod type carbon.

Dr. Gretner said tht this arc will provide up to 15,000 screen lumens with the 50 ampere lamp now in production in Zurich and up to 30,000 lumens with a 100 ampere type now ready for production.

Two More Circuits Back 20th's Drive

Representatives of Martin and Affiliated Theatres, meeting in Columbus, Ga., voiced unanimous approval of the industry-wide showmanship drive and introducing an illustrated brochure that reproduces and expands some segments of the "Showman's Guide to Better Business" of 20th Century-Fox at its March showmanship conclaves, 20th-Fox reports.

Personalized calling cards, carrying the "Movies Are Better Than Ever" theme over the bearer's name, are being distributed by the 1,800 employees of the Minnesota Amusement Co., in an effort to spur 20th-Fox's showmanship drive.

Enters Equipment Field

Acquisition of 100 per cent of the stock of Standard Electronics and the complete line of Western Electric's AM and FM transmitting equipment is announced by Claude Neon, Inc., which also plans to manufacture television broadcasting equipment. The new company will service and supply replacement parts for all Western Electric transmitting equipment now in use.

Taxes and More Taxes — 15 of Them, Tax This Exhibitor Out of Business

Baltimore, April 30.—The 20 per cent Federal admission tax especially—plus 14 others—are too much for Robert T. Marhenke, forcing him, he says, to close his Watersedge Theatre. Marhenke discloses that "Business has gone steadily down since the first of the year so with all the taxes, it is impossible for this type of theatre operation to show a profit or break even."

To substantiate his claims Marhenke lists taxes which his theatre must pay: State admission tax of one-half of one percent of the gross; five-cent-state tax on passes; two per cent state sales tax on all purchases for cleaning supplies, etc., and other necessary items; Maryland exhibition license tax; Baltimore County exhibition license tax; Maryland unemployment tax; Baltimore County tax for admissions over 10 cents; tax on projectors ($40.50 per year) personal property tax; minor privilege tax; 20 per cent tax gas, electricity and telephone; Social Security tax; state income tax, Federal income tax—and, of course, the 20 per cent Federal ticket tax.

Phonevision

(*Continued from page 1*)

or his company (Zenith) practices intimidation in any manner affecting their interests."

In a bulletin to Allied members, Myers blasted the Zenith president for "some pretty strong statements." Citing McDonald's statement that no producer has the right to refuse to rent films for the Chicago Phonevision test, Myers declared that under present laws "every manufacturer, acting singly and not in collusion with others, always has had the right to select his own customers."

Myers said the producers should bear this in mind not only in connection with Phonevision but also in "connection with current assertions that they must offer their product on the auction block in all competitive situations, without regard to equitable considerations. Each film company has the unassailable right to decide for itself whether it is good business to cheapen its product and dissipate its goodwill in the established market by offering its films for exhibition through a new and untried medium, the ultimate success of which is highly problematical."

The statement praised 20th Century-Fox president Spyros P. Skouras for his decision not to supply films to television. It said that Skouras "has shown many times that he cannot be stampeded and it is obvious he made this decision solely in the interest of his stockholders. It is hoped that other film executives will not be influenced in this matter by threats of legal proceedings, express or implied."

EK Directors Reelected

Flemington, N. J., April 30.—Eastman Kodak stockholders, at their annual meeting here, reelected George H. Clark, C. E. Kenneth Mees, James F. Bell and Charles K. Flint directors for terms of three years.

'U' Dividend Declared

The board of directors of Universal has declared a quarterly dividend of $1.06¼ per share on the 4¼ per cent cumulative preferred stock, payable on June 1 to stockholders of record on May 15.

Reports Drop in Profits

Toronto, April 30.—Eastern Theatres, a subsidiary of Famous Players Canadian which operates the circuit's largest unit, the Imperial Theatre here, reports a net profit in 1949 of $86,760, a drop from 1948 of $20,212.

7,000 Aid Palsy

(*Continued from page 1*)

enson, UCPA president and president of United Paramount Theatres, at the weekend.

Several thousand additions to the list still are possible, Goldenson pointed out, inasmuch as the campaign to raise $5,000,000 for facilities to train and otherwise assist America's 536,000 palsied will continue throughout May. Individual theatre campaigns may be started at any time during the month or continued throughout the month by aiding local UCPA committees with press, screen and radio publicity for the drive after the theatre's own participation has been completed, Goldenson, pointed out.

Campaign material may be obtained from regional exhibitor or distributor chairman or from UCPA headquarters in New York.

All theatres are urged to show the campaign trailer prepared by Paramount and featuring Alan Ladd, which will be attached to the May 7 issues of all five newsreels. A. W. Schwalberg, Paramount vice-president, is distribution chairman for the drive.

Hollywood Stars to Broadcast In Behalf of Palsy Campaign

Several Hollywood stars have volunteered for a half-hour radio program which will be recorded on Wednesday on behalf of the campaign of the United Cerebral Palsy Associations. The program will be released over the major networks.

Norman McConnell of CBS has been loaned to direct the show. The stars who will appear on the program will be announced later.

Raul de Anda Heads Mexican Film Group

Mexico City, April 30.—Raul de Anda, prominent producer, was elected president of the National Cinematographic Industry Chamber for the ensuing year. Other officers are: Antonio G. Osio, operator of the Cine Olimpia here, vice-president; Jose A. Quiroga, exhibitor, treasurer; Oscar Brooks, of Mier y Brooks, producer-distributor, sub-treasurer; Roberto Cervantes, exhibitor, secretary and J. Grovas, producer.

Weiss Leaves Warners

Resignation of Rudolph Weiss from Warner's real estate department here was announced on Friday. Weiss stated that he will announce his future plans after a short vacation.

NEWS in Brief . .

R. H. DUNBAR, Warner br
manager at Des Moines,
been placed in charge of the Jack
ville branch, succeeding E. B. P
deceased, it is announced by Ben
menson, distribution vice-presi
Leon Mendelson, Omaha [illegible]
will become Des Moines [illegible]

●

Washington, April 30.—The
eral Communications Commis
has granted a six-months exten
until Oct. 27, on the special
porary authorizations held by
Century-Fox and Paramount
experimental television relay
tions in the New York area,
specifically forbid any "large-sc
exhibition demonstrations of
vision programs."

●

San Francisco, April 30.—
publicity-advertising firm of DiM
von Loewenfeldt has been hired fo
first two weeks of the San Fran
"Movies Are Better Than Ever"
starting here tomorrow.

●

Hollywood, April 30.—Jack
Warner has set up an indepen
producing company at the Ge
Service studio here. His first
ture, "Gun," from a Seton I. M
story, will go into production
8 at San Francisco.

●

Chicago, April 30.—This area
be blanketed starting tomorrow
cards and one sheets on elevated
tions, subways, "L" trains and s
cars telling the public to "S
Movie Tonight."

●

Washington, April 30.—The H
Ways and Means Committee
Friday voted to reduce from 20
cent to 10 per cent the tax on
garden and cabaret bills, a rev
of a decision on Thursday to l
the tax unchanged.

●

Providence, April 30.—The
passed by the Rhode Island H
which would require two operato
every projection booth died as
Senate adjourned without acting
the measure.

Richey Booked Solid

H. M. Richey, exhibitor rela
head for M-G-M, will leave her
Wednesday by plane for Minnea
to attend the two-day North Ce
Allied convention. From there he
head for Chicago for the Counc
Motion Picture Organizations me
on May 8. He will then go to K
City for the Allied Independent T
tre Owners of Kansas and Mis
convention, May 9-10; then to De
for the testimonial dinner to be
Frank C. Hensler, recently prom
to M-G-M field sales manager,
12, at the Book-Cadillac; then to
York where he will put the finis
touches on preparations for M-G
first "Say It With Pictures" mee
May 15-16, at the Astor Hotel.

Fire at Film Center

Occupants were required to eva
the Film Center Building here F
afternoon when a fire broke o
Film Classics' quarters. The spri
system extinguished the blaze w
started in a rewinding machine,
it was reported that more da
was caused by water than the fir

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lumbia Has in '50-51, ys Montague

cago Convention to r New Lineup Today

ICAGO, May 1.—A product p of 62 productions that fea- "the greatest number" of top ever offered by Columbia in a single year will be announced here tomorrow to the delegates at the company's sales convention by general sales manager A. Montague. The convention will go into the second day of a four-day meeting at the Drake Hotel. The 62, for 1950-51, com- with 61 announced for the cur-

Montague

(Continued on page 6)

ley Cites Film aders, Johnson r Hearing Delay

SHINGTON, May 1.—Senator , Wisconsin Republican who re- lly defended the motion picture ry from Senator Ed Johnson's s, said today that the postpone- of the Senate Commerce Com- hearings "is a triumph for the ican system of voluntary con- ion and agreement."

ley said he thought it a "won-

(Continued on page 4)

ramount Acquires ,000 Stock Shares

ney Balaban, president of Par- it, disclosed here yesterday that ant to the bid placed by the cor- on on the New York Stock Ex- e on April 13 to acquire 500,000

(Continued on page 4)

Ardrey of Bankers Trust to Talk to SIMPP on Financing

HOLLYWOOD, May 1.—Alex H. Ardrey, vice-president of Bankers Trust Co., New York, will appear before the membership of the Society of Independent Motion Picture Producers at a meeting tomorrow to present his views on the possibility of establishing a new financing organization which would supply independents with funds needed in addition to normal bank financing.

That a new financing plan for the independents was being developed with SIMPP president Ellis Arnall in a key role was disclosed by MOTION PICTURE DAILY on March 30. Arnall will also address the session tomorrow, which will be at the Beverly Hills Club. Independent producers other than SIMPP members also will sit in, as will Gradwell Sears, presi-

(Continued on page 4)

Phonevision Ads Seek 'Guinea Pigs'

CHICAGO, May 1.—Full-page ads soliciting "guinea pigs" for the Phonevision test scheduled to be conducted here next fall appeared in Chicago newspapers yesterday.

Placed by Zenith Radio Corp., the ads were headed: 'Television sets will be loaned to 300 Chicago families for a 90-day public test of Phonevision."

Purpose of the test, the ads said, "is to find out: Whether the public would like to have such a service as 'box-office television' whereby good movies and events that are too costly to be paid for by advertising sponsors

(Continued on page 4)

MCCONNELL FIGHTS FOR 2-WEEK LOOP RUNS; ACTION IS RESERVED

CHICAGO, May 1.—Arguments presented today by Thomas McConnell, Jackson Park attorney, and Robert Bergstrom, representing 20th Century-Fox, on the issue of whether or not the Jackson Park decree provides for extending to exceptional, unusual or costly films Loop runs beyond the two-week limit imposed by the decree were taken under advisement by

(Continued on page 5)

Wisconsin ITO Cites 20th-Fox Sales Plan

MILWAUKEE, May 1.—Group selling with cancellation privileges by 20th Century-Fox was commended by the Allied Independent Theatre Owners of

(Continued on page 6)

Admission Prices Bound Back to the Near-Record High of September, 1949

Washington, May 1.—A rise in adult admission prices in large cities during the first quarter of 1950 more than offset a drop in children's prices, and the result was that the U. S. Bureau of Labor statistics index of admission prices bounded back to the all-time high it hit at the end of Sept., 1949.

The Bureau collects figures each three months in 18 large cities and then weighs them to get the results for the 34 largest cities.

During the first quarter, the index of children's prices dropped from 63.7 per cent over the 1935-39 average to 60.1 per cent above the base period. The adult index, however, rose from 72.2 per cent above the base to 73.7 per cent, the second highest on record, exceeded only by the 74.3 per cent figure at the end of Sept., 1949. The combined adult-child index rose from 7.10 per cent above the base period at the end of 1949 to 71.9 per cent at the end of March, the same figure that was recorded for the third quarter of last year.

Give 20th to June 30 for Naify Split

Must Drop 26% Interests In Golden Gate, T. & D.

U. S. Statutory Court here yesterday gave 20th Century-Fox until June 30 to come up with a plan for disposing of its 26 per cent interests in Golden State Theatres and T. and D., Jr., Enterprises, affiliated California circuits. In the form of a formal order signed by Federal Judges Hand, Goddard and Coxe, the company was given varying time extensions, from 30 to 60 days, for terminating a scattered few other properties owned in partnership. The deadline for all had been May 20.

The company had presented several proposals to Golden State and T. and D. which largely were based on a division of the theatres proportionately on stock ownership. As a result of this there was an impression in some quarters that terms for the split had been agreed upon.

It is understood that Mike Naify,

(Continued on page 4)

Court Rejects the Reade Offer to Buy RKO Interest

Move by Walter Reade looking to the purchase of RKO's 50 per cent interest in their partnership operation of 12 New Jersey theatres, at book value of the stock rather than at market value, has been rejected by the New Jersey Superior Court at Trenton.

Reade had made the bid in the form of a counter claim to the RKO motion

(Continued on page 4)

3 MGM Meetings to Cover the Country

Approximately 175 men from the field will attend three M-G-M "Say It With Pictures" meetings in New York, Chicago and San Francisco, it was announced here yesterday by

(Continued on page 5)

PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!
THE LAWLESS IS BIG AND IMPORTANT!
A Paramount Picture
NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Reports 90 Cities Censor Pictures

In 90 U. S. cities officials today legally pass on matters of taste, morals and politics and tell grown-up Americans as well as children what they can see in motion pictures. In the current issue of *Collier's*, associate editor Lester Velie relates the preparations for the "battle of the censors"—and a battle to be fought to a decision in the United States Supreme Court.

"The fight will decide whether 85,000,000 Americans who see films once a week will have to put up with more censorship to sample our screen fare and tell us what we can sit down to; or whether we'll be rid of the whole tribe of censors altogether, city and state," Velie reports.

French Delegation to Arrive Tomorrow

At the invitation of the Motion Picture Association of America's Advisory Unit for Foreign Films, delegates of the French industry, headed by Georges Lourau, will arrive in New York on the *S.S. Ile de France* tomorrow from Paris. In addition to Lourau, the committee will consist of J. P. Frogerais and Robert Cravenne. The ship, due here today, was delayed at sea by rough weather.

The delegates were elected to represent their industry at a meeting with the Advisory Unit, the primary purpose of which is to improve the exploitation of French films in the U.S. While here, the committee will visit Washington and possibly Los Angeles and Montreal.

Howard Minsky Will Leave 20th This Week

Howard Minsky, Mid-East division sales manager for 20th Century-Fox, has resigned from the company effective at the end of this week, it was announced here yesterday by Andy W. Smith, Jr., sales vice-president. He will not be replaced for the present.

Minsky will announce his future plans later.

Howard La Noce's Wife

Marjorie Rita La Noce, wife of Howard La Noce, stage manager of the Capitol Theatre, New York, died at Flushing Hospital Sunday night after a lengthy illness. Mrs. La Noce's stage name was Rita Norton. A Requiem Mass will be sung at St. Malachy's Church here. Survivors also include her mother and father and three sisters.

ATOI Convention Set

INDIANAPOLIS, May 1.—Annual convention of the Associated Theatre Owners of Indiana will be held June 13 and 14 at French Lick, Ind. A directors meeting will be held June 12.

Personal Mention

HENRY GINSBERG, Paramount studio vice-president, will arrive here Thursday from the Coast.

•

OSCAR MORGAN, Paramount short subject sales manager, his assistant, MONROE GOODMAN, and JOE WALSH, branch operations manager, returned here yesterday from Washington and Philadelphia.

•

HILLER INNES, assistant to RUSSELL HOLMAN, Paramount Eastern production chief, will address the Abbey Theatre School's class on theatre history here tomorrow.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will leave here today for Minneapolis to address the North Central Allied meeting tomorrow. He will go from there to Chicago.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, returned to New York over the weekend from Chicago and Rock Island, Ill.

•

EUGENE ZUKOR, Paramount executive, and MRS. ZUKOR, have left here for a Mexico vacation and will observe their 30th wedding anniversary on Saturday.

•

ROBERT J. RUBIN, Society of Independent Motion Picture Producers general counsel, is in Detroit from New York.

•

LOUIS ELLIMAN, Irish exhibitor, and MRS. ELLIMAN are due here today on the *S.S. Caronia*.

NORTON V. RITCHEY, Monogram International president, left here yesterday by plane for London and the Continent.

•

HARRY MEARS, vice-president of the Cinematograph Exhibitors Association of Great Britain, left Hollywood yesterday for San Francisco. He plans to sail from New York for London on May 9.

•

LEONARD GOLDENSON, United Paramount Theatres president, has returned here after a weekend inspection of theatres in Buffalo and Rochester.

•

PHIL REISMAN, RKO Radio foreign distribution vice-president, left here yesterday by plane for Paris where he will attend a company Continental convention.

•

WILLIAM GOETZ, Universal-International production chief, MRS. GOETZ, his brother, HARRY, and CLAUDETTE COLBERT arrived here from Hollywood last night.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations chief, left here last night for Little Rock, Ark.

•

SPYROS P. SKOURAS, 20th Century-Fox president, was in Boston yesterday from New York.

•

CLARENCE BROWN, M-G-M producer-director, yesterday celebrated 35th year in the industry.

•

ROBERT NEWMAN, Republic studio executive, is here from the Coast.

'Big Lift' Regional Bow Set for Mass.

A regional premiere of 20th Century-Fox's "The Big Lift" will be held on May 9 at the Rivoli Theatre, Chicopee, Mass., home of Westover Field, jumping-off point for all aircraft participating in the Berlin airlift. An extensive exploitation campaign will be climaxed by the opening, which will be attended by Gov. Dever, Senators Lodge and Saltonsall, Congressmen Martin, McCormick, Furcolo and Heselton, and Col. Charles Short.

Wildish New Head Of Monarch Booking

Frank Wildish has succeeded Leroy J. Furman, resigned, as executive in charge of buying and booking for the Monarch division of Gamble Enterprises. Wildish has been connected with the Plaza in London, Odeon in England and Humayan Properties in Calcutta.

SEG Charter Fete

Charter presentation ceremonies of the Screen Employes Guild will be held here tonight at the Hotel Capitol. The SEG is the new name of the recently-merged Screen Publicists Guild and the Screen Office and Professional Employes Guild.

1st Anniversary of Vaudeville's Return

On Thursday, May 18, the RKO Palace on New York's Broadway will begin a celebration of the first anniversary of the return of vaudeville to its stage. Belle Baker, Smith and Dale, Ukelele Ike (Cliff Edwards), will be among the stars booked for the week, with guest stars making personal appearances, augmented by a first-run film.

Eyssell Heads Film Group for N. Y. Fund

Gus Eyssell, president of Rockefeller Center and Radio City Music Hall, has accepted appointment as chairman of the Greater New York Fund motion picture committee, it was announced here yesterday by Joseph R. Vogel, chairman of the fund's amusement division.

George Wiggin, 38

BOSTON, May 1.—Services were held at the Maplewood Baptist Church, Malden, Mass., today for George Wiggin, 38, managing director of the Strand Theatre, Malden. He died on Friday night after an emergency operation at Cushing General Hospital. The widow, his parents, two brothers and two sisters survive.

Theatre TV 'Great Impetus': Skouras

BOSTON, May 1.—Addressing the Boston Security Analysts Society today, Spyros P. Skouras, president of 20th Century-Fox, reiterated his company's plans for testing large-screen television in 20 Los Angeles theatres [illegible] next year. He described the arrival of large-screen television as "the greatest impetus motion picture theatres have ever felt," extending "the horizons of the screen beyond the limits of imagination."

"Instead of running from this new giant, filled with fear and trembling, we intend to employ it in the service of our industry and our people," he stated.

'Heart Award' Give To Toronto Variety

NEW ORLEANS, May 1.—On reco mendation of the judges that the Va ety Club of Toronto get spe recognition for its work in establi ing "Variety Village," for the habilitation of children, Variety Cl International for the first time made two "Heart Awards" for 19 Variety Club of Miami is the other

Crown to Paris Meet

Alfred Crown, international sa head of Samuel Goldwyn Productio left here by plane yesterday for Pa to join Goldwyn at the RKO Co nental European sales convention that city. Following this Crown v go to London.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
"NO SAD SONGS FOR ME"
starring
MARGARET WENDELL VIVECA
SULLAVAN · COREY · LINDFORS
A Columbia Picture
Plus Spectacular Stage Presentation

Paramount presents
BARBARA JOHN
STANWYCK · LUND
in NO MAN OF HER OWN
with JANE COWL
A MITCHELL LEISEN production
IN PERSON
JERRY COLONNA
BUDDY RICH
And His Orchestra
BUNNY BRIGGS
THE AMES BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Montgomery Paul
CLIFT · DOUGLAS
The BIG LIFT
20 CENTURY
RIVOLI
B WAY AT 49th ST

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CECIL B. DeMILLE'S
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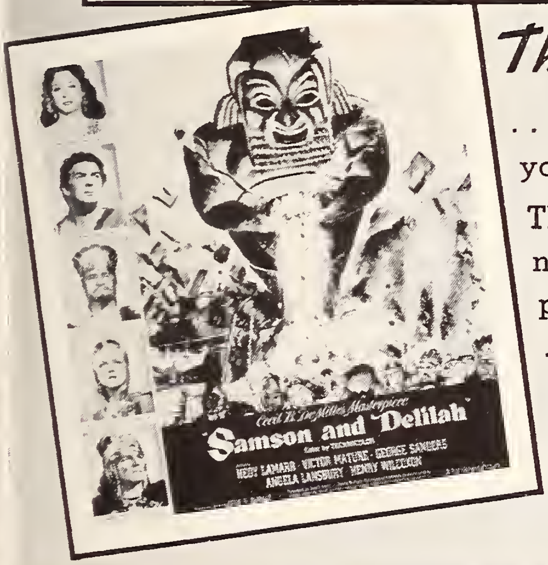
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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Jap Import Ban Lifted

YOKOHAMA, Japan (April 30).—General MacArthur's Supreme Command headquarters has rescinded the order prohibiting American and other outside motion picture companies from distributing films in Japan independently and now permits them to operate either individually or through the Motion Picture Export Association, as they have been.

Henceforth, film companies of any country may bring into Japan in any one calendar year up to the maximum number of films imported from the country concerned on an average for a year during the 10 years prior to Dec. 1941.

Goldwyn, Disney, Selznick and Monogram, and at least two unnamed MPEA member firms are reportedly applying to operate individually.

Carriers Pass Gas Tax to UK Theatres

LONDON, May 1.—Britain's Association of Film Carriers, representing 20 film haulage contractors, has voted a 25 per cent increase in rates in consequence of Sir Stafford Cripps' new increase on the tax on gasoline and the purchase tax on commercial vehicles.

Exhibitors, who will have to shoulder the increase and whom Sir Stafford denied any entertainment tax relief, will meet with the Carriers soon to discuss the development.

SIMPP Financing

(*Continued from page* 1)

dent of United Artists, who is here from New York.

It is understood that the organization contemplated would be in the nature of a stock subscription setup.

Arnall also will take up the matter of the forthcoming re-negotiation of the film and monetary agreement with England.

TWA offers the most flights weekly direct to these cities in EUROPE

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Reviews

"Caged"

(*Warner Brothers*)

A RAW and frequently violent view of the inner-workings of a women's state prison is etched in this Jerry Wald production. The picture is a curious mixture of melodrama and documentation. It has an earnestness and authority that immediately set it apart from the routine prison drama, yet frequently these qualities are sacrificed to devised melodramatics. Except for small, passing roles, there are no men in the cast, which is headed by Eleanor Parker, Agnes Moorehead and Hope Emerson. Exploitation-minded showmen can find much in the theme for special merchandising.

Miss Parker has the focal role of the young girl sent to prison when she is innocently involved in a gas station holdup. She is thrown in with hardened criminals, is callously treated, and in the end, instead of being reformed, is on her way to becoming a habitual criminal. Prison conditions as outlined in the screenplay by Virginia Kellogg and Bernard C. Schoenfeld, are deplorable and ridden with corruption. Miss Parker is put under the supervision of Miss Emerson, a sadistic matron who exacts her full measure of petty bribery from the inmates. Circumstances darken for Miss Parker, already a widow, when she learns that she is to have a baby. There is little change of mood as the picture goes on to its grim ending.

Acting is on a high level all along the line, with Miss Moorehead turning in an outstanding performance as the enlightened prison superintendent who is constantly at odds with the brutal prison methods and conspiring politicians. John Cromwell directed. The screenplay is frequently outspoken in reference to vice.

Running time, 96 minutes. Adult audience classification. Release date, June 10.

MANDEL HERBSTMAN

"The Fighting Stallion"

(*Eagle-Lion*)

AN outdoor Western setting is used as a background for this drama about a young man, who upon his release from the Navy, learns that he is going blind. The picture has its moments of action and excitement, but generally it lacks sparkle and conviction.

Bill Edwards plays the lead with Doris Merrick providing the feminine angle. Upon returning to his ranch in Wyoming, Edwards conceives the idea of training an obstreperous stallion named Starlight to be a sort of seeing-eye horse. Difficulties arise when Starlight is branded as a killer who can not be tamed. Edwards, however, accomplishes the feat just as blindness is about to overtake him. Another aspect of the story involves a wild black stallion that has been preying upon ranch horses. A battle royal takes place in the finale, with Starlight vanquishing the black raider. By this time, Edwards and Miss Merrick, who have been having some misunderstandings, are happily reconciled. A concluding note sees the promise of regained vision for Edwards. A Jack Schwarz production, Schwarz produced and Robert Taney directed, from a screenplay by Frances Kavanaugh which was based on an original by George P. Slavin.

Running time, 63 minutes. General audience classification. Release date, not set.

M. H.

Court Rejects

(*Continued from page* 1)

for dissolution of Trenton-New Brunswick Theatres Co. He said that the stock legends specify that in the event one of the partners desires to sell the stock, the other partner has the right to purchase it at book value. He added that RKO had entered a consent decree in the industry anti-trust suit which, in effect, indicated a desire to sell its share of jointly-owned properties.

Superior Court Judge Jayne found that the Reade claim was "infirm basically," that the consent decree which RKO had entered created an emergency situation which was not contemplated by the original partnership agreement. Thus, he refused to order RKO to sell its shares at book value.

Judge Jayne also put off to June 13 the hearing on the RKO motion for a court-ordered dissolution of the circuit. The hearing had been scheduled for yesterday.

20th, Naify Split

(*Continued from page* 1)

operating head of the circuits, has been ill for the past three months and as a consequence there has yet to be a decision on the 20th-Fox proposals for separation of the interests. The controlling stockholders are Naify and Joseph Schenck.

Wiley Cites Leaders

(*Continued from page* 1)

derful thing" that film industry officials should have come to Washington "in order to help find a solution to this problem" and that Senator Johnson had "displayed splendid judgment and good sense in his decision."

Declaring that some of the very small firms in the industry have been particularly guilty of breaches of good taste, Wiley said he thought correction of the breaches would not be easy, but that this "does not alter the necessity for our faith in democratic consultation around the conference table."

Para. Acquires Stock

(*Continued from page* 1)

shares of its common stock, such number of shares had been acquired. Accordingly the bid has been withdrawn. At a previously-announced purchase price of about $21 per share, the investment represents $10,500,000.

Balaban stated that the corporation will continue to acquire its stock.

Boyle Joins Rotondo

James Boyle, formerly with the RKO Radio and Eagle-Lion publicity departments, has become sales representative for Peter J. Rotondo Construction Co., here, builders and designers of theatre and television sets.

New TV Cod Under Study

Television Broadcasters Ass tion has set up a new advisory mittee to review program respons ties of telecasters to the publi view of the growth of the me the last two years with a possibly adding to the set of pr ples on good taste and decency w the organization adopted in 1948.

Lawrence W. Lowman, vice-p dent of Columbia Broadcasting a member of the TBA board, was na chairman of the committee. C members will be appointed shortl

In its statement of "principles policy" issued in 1948, the associa recommended to all operating sta that until TV had advanced to point where its own guide coul drawn, the telecasters use the c developed by radio and the M Picture Production Administratio far as applicable.

It is the purpose of the new visory committee to review these ciples and, if necessary, imple them to meet the requirements of panded TV service, it was state

Phonevision Ads

(*Continued from page* 1)

can be viewed in the home, and, frequently a typical Chicago fa will choose to pay an 'admis charge' of $1.00 to see a feature tion picture in their own home their television screen—the kind won't get free."

The ad also claims that the mo pictures to be provided will be "kind of entertainment you now at only the best neighborhood m theatres." A coupon asking only name, address and telephone nu of those interested in participatin the test is included. It pledges operation of the applicant "at no to me for the loan of the receiv my family is one (of the 300) sel for the test."

Pass Revised 'Thief'

BALTIMORE, May 1.—The It film, "The Bicycle Thief," has revised to conform to Maryland sorship requirements and a licens showings throughout the state been issued, the Maryland Boar Censors announces.

11 ACRES—FILLED LAND
On Belleville Turnpike
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At Kearny, N. J.
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Motion Picture Indust

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510 W. 6th St., Los Angele

come Up at Y 1st Runs

siness has perked up some with rival of a number of new attrac- at New York first-runs. The ll returns for the current week, few disappointing box-office rs, is at a good level.

Sad Songs for Me" with a presentation got off to a rousing at the Music Hall, where it is to wind up its first week with an ated gross of $137,500. "Wa- Avenue" with Louis Armstrong's stra and Chico Marx among on stage figures to reach about 0 in a good first week at the

O. A." is a very impressive mer at the Criterion. With an ally penetrating publicity cam- in support, "D. O. A." is help- tself to a strong first week's e figured at $25,000. "The Con- or" with Russ Morgan's orches- can Edwards and Jackie Miles ge should give the Capitol about 0 in a sound initial week.

'Lift' Below Expectations.

e Big Lift" is somewhat disap- ng at the Rivoli where the ini- eek's take is estimated at $25,- this is a reasonably good gross e house but more was expected. e Strand, a combination of re- , "Destination Tokyo" and "God y Co-Pilot," with no stage show, bly will reach $26,000 in a good week.

ing a bright job at the Para- t. "Riding High" with Billy ein on stage completed a third with a nice take of about 0. The show is playing two ex- ays as the Paramount reverts to iginal opening day of Wednes- tomorrow, for the debut of "No of Her Own."

wing strong staying power, Lights" promises about $20,000 good fourth week at the Globe. fourth week of "The Golden ties" should mean about $10,000 e Astor, which is mild business. ty of Treason" wound up a third inal week at the Mayfair with a st take of about $8,500; it was ed with "House by the River" rday.

'3rd Man' in 13th Week

hird Man" is holding up consist- at the Victoria where the 13th 's gross is estimated at $22,000. cy Goes to Rio" at the State con- s at a sluggish pace, with about in view for the fourth week. he Red Shoes," showing no signs x-office let-up, is headed for a able $8,000 in its 79th week at Bijou. "Tight Little Island" is in the black at the Trans Lux e about $4,300 is in prospect for 18th week. "Run for Your y" has about $4,800 indicated for r fourth week at the Park Ave- "The Fallen Idol" is still meet- equirements at the Sutton where 0 is probably for the 24th week.

k in NBC Post

LLYWOOD, May 1.—Harold J. has been appointed to the newly ed post of director of artists re- s in Hollywood, it is announced National Broadcasting Company. , with the network for 15 years, been manager of NBC's television n KNBH.

MCCONNELL FIGHTS FOR 2-WEEK

(*Continued from page* 1)

a three-judge bench at the Circuit Court of Appeals.

The issue was pressed by McConnell when Federal Judge Michael Igoe granted an eight-week run for "Come to the Stable" at the United Artists. McConnell stated that when the decree was entered by the U. S. District Court, and later affirmed by the Appeals Court, that law provides that a decree can only be modified on "changed conditions," which, he argued, "have not arisen."

Bergstrom argued that since the entry of decree, three changes have resulted: (1) An intense product shortage downtown, resulting in certain houses resorting to double features and reissues. (2) Destruction of the conspiracy that was held in the original case. (3) The radical change of business practices (20th-Fox's new selling-zoning plan for Chicago) by the defendants on an individual basis shows that any so-called vicious practices had been destroyed.

Revive 'Tillie's Romance'

Hollywood, May 1.—Eagle-Lion will distribute a modernized version of "Tillie's Punctured Romance," produced in 1915 with Charles Chaplin and Marie Dressler featured.

3 MGM Meetings

(*Continued from page* 1)

William F. Rodgers, sales vice-president. A fourth meeting will be held in Canada. The 175 will include sales managers, their assistants, district and branch managers, salesmen and promotion men. Rodgers will preside at all three conferences, each of which will be for two days.

The first meeting will be held at the Astor Hotel here on May 15-16 with 56 from 10 branches in attendance, the second at the Ambassador East Hotel, Chicago, May 19-20, with 71 from 14 offices and the third session is scheduled for the St. Francis Hotel, San Francisco, May 24-25, with 38 from eight branches. The Toronto conference, on June 15, is now being worked out.

M. C. TORRES'S
GREATEST EPIC PRODUCTION
PANCHO VILLA
RETURNS
The ROBIN HOOD of MEXICO
with
Leo CARRILLO
As PANCHO VILLA
ESTHER FERNANDEZ
JEANETTE COMBER
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and a CAST of THOUSANDS

MOMENTS OF FURY!
MIGHTY ROMANTIC DRAMA OF LOVE AND ADVENTURE!
DYNAMITE AND FIRE
IN THESE EPISODES OF PANCHO VILLA'S LIFE!

WOMEN! FIGHTS! ROMANCE!

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MAY 11—AZTEC THEATRE
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H. C. FILMS RELEASE
Hispano Continental Films
West 45th St. New York

NEWS in Brief . . .

London, May 1.—The Gate Studio, Elstree, is the latest J. Arthur Rank property to come under the auctioneer's hammer. Valued at more than $400,000 it will be sold completely equipped in about two weeks.

The studio formerly was used for the making of religious films and was the occasion for Rank's original entry into the film business.

•

Chicago, May 1.—Plans for a new 2,000-car twin drive-in at a cost of nearly one-half-million dollars on the present Sky Hi Drive-in Theatre site in this area were announced today by Louis F. Jelinek, owner of the Sky Hi. The drive-in will continue operation during the expansion.

•

Detroit, May 1.—After a long session today before Federal Judge Arthur A. Koscinski, Michigan Cooperative Theatres agreed to let the Society of Independent Motion Picture Producers inspect some of their records, but William Henry Gallagher, COOP counsel, said other records were not available. Koscinski reserved his ruling.

•

Albany, N. Y., May 1.—Joe Weinstein, booker for Warner Theatres upstate for 15 years, has been promoted to head buyer and booker in the Cleveland zone. Lawrence Lapidus, who has been in the Philadelphia office, succeeded him here today.

•

Washington, May 1.—The House today approved a bill authorizing the District of Columbia commissioners to put daylight saving time into effect here this year. The Senate, which already passed a bill to authorize daylight saving any year, is expected to give prompt approval.

•

Chicago, May 1. — Balaban and Katz's television station WBKB, owned and operated by B. and K., and Admiral Radio launch a 12-week talent hunt starting May 8 in which an hour-long variety show will be presented at B. and K.'s Century, Senate, Tivoli and Terminal theatres.

Wisconsin ITO

(*Continued from page* 1)

Wisconsin at its recent convention at Green Bay, and Andy W. Smith, Jr., 20th-Fox sales vice-president, was commended for inaugurating the system in a resolution passed.

Another resolution, directed to all distributors, asked for group selling on the grounds that "the present method of single-picture selling prevents the exhibitor from exercising the necessary wisdom and choice in booking, exploitation and merchandising of motion pictures in his theatre."

At the same time, RKO Radio was told that the convention considered its straight 50-50 terms for Disney's "Cinderella" to be "exorbitant and discriminatory."

Other business taken up by the convention, with president Ben Marcus in the chair, included discussion of PTA-approved children's matinees, showmanship, admission prices and public relations. Benjamin Berger, president of North Central Allied, was commended for his part in abolishing the payment of fees by theatres to Ascap.

Review

"Kill the Umpire"

(*Columbia Pictures*) *Hollywood, May* 1

WITH baseball fans venting their fury Coast-to-Coast upon the intrepid, beanied species Americanus known as an umpire, this baseball comedy produced by John Beck is assured a timely audience in every location. While some fans, baseball that is, may consider the rich stock of slapstick, chase scenes and such cinematic nonsense as gilding the horsehide, director Lloyd Bacon is to be credited with a home run in the entertainment league.

William Bendix, in somewhat of a come-down-ance from his mighty Babe Ruth, portrays the umpire, but only after his incurable habit of leaving any other job for the afternoon game drives him to it. Despite his wife, two daughters and retired umpire father-in-law favoring such a career, the former baseball playing Bendix resorts to every trick in the book to convince umpire school head William Frawley of incompetence, indifference and contempt. A handy moral, in the form of two scrapping sandlot teams of youngsters minus umpire, proves to the umpire-hating Bendix that the men in black are a necessary part of the game.

Once Bill gets his diploma, everything happens, everything that could happen to a rookie umpire assigned to the Texas Interstate League. He tangles with some bribing, betting gangsters, is almost mobbed for what appeared to the fans in the stands to be a wrong decision at the plate and resorts to arson, a leap in feminine garb from a 12-story hotel building, an ambulance chase worthy of Harold Lloyd at his most perilous, and sundry subterfuges to get to the ball park—just in time to have the catcher injured in the preceding game broadcast to the crowd that he had dropped the ball and eagle-eye "Two Call" Johnson (Bendix) had called it safe.

Offering sound support to Bendix in this very entertaining picture, written by Frank Tashlin, are Una Merkel, Ray Collins, Frawley, Tom D'Andrea (as an umpire with a nervous eye twitch), Connie Marshall, Gloria Henry and Richard Taylor.

Running time, 78 minutes. General audience classification. For May release.

Leo Simon

62 in '50-51 from Columbia

(*Continued from page* 1)

rent 1949-50 season.

Montague will list 32 top productions, besides 16 "exploitation specials," six Gene Autry starrers and eight Westerns starring Charles Starrett and Smiley Burnette. Nine of the top 32 will be in color, eight in Technicolor and one in Cinecolor, and one of the 16 exploitation specials will also be in color. Montague listed the following:

"No Sad Songs For Me," starring Margaret Sullavan, Wendell Corey and Viveca Lindfors, Buddy Adler producer, Rudolph Mate directed; "Born Yesterday," Garson Kanin's stage play, starring Judy Holliday and Broderick Crawford, George Cukor will direct and S. Sylvan Simon produce; "The Brave Bulls," Robert Rossen production based on the novel by Tom Lea; "In A Lonely Place," starring Humphrey Bogart, a Santana production directed by Nicholas Ray and produced by Robert Lord; "The Petty Girl," (Technicolor) Robert Cummings and Joan Caulfield star, Henry Levin directed and Nat Perrin produced.

Film Pulitzer Prize Play

"Harriet Craig," Pulitzer Prize play by George Kelly, starring Joan Crawford and Wendell Corey, Vincent Sherman, director, William Dozier, producer; "The Hero," Millard Lampell's novel, the Sidney Buchman production will be directed by David Miller and produced by Buddy Adler; "Convicted," play by Martin Flavin, starring Glenn Ford and Broderick Crawford, Henry Levin director, Jerry Bresler, producer; "That Bedside Manner," starring Larry Parks and Barbara Hale, Edward Buzzell, director, Nat Perrin, producer; "Rogues of Sherwood Forest," Technicolor, John Derek and Diana Lynn starred, Gordon Douglas directed, Fred M. Packard produced; "The Life of Valentino," Technicolor, the Edward Small production will be directed by Lewis Allen; "Kill the Umpire," starring William Bendix, Lloyd Bacon directed, John Beck produced; "The Good Humor Man," starring Jack Carson, the S. Sylvan Simon production is directed by Lloyd Bacon; "The Fuller Brush Girl," Lucille Ball and Eddie Albert starred, Lloyd Bacon directed. "Frightened City," starring Evelyn Keyes, Charles Korvin and William Bishop, Earl McEvoy directed, Robert Cohn produced; "City Girl," Margaret O'Brien will star, Nat Perrin will produce; "Fortunes of Captain Blood," starring Louis Hayward, Gordon Douglas, director, Harry Joe Brown, producer; "Faust and the Devil," Italo Tajo, co-stars with Nelly Corradi and Gino Mattera, Carmine Gallone directed, Gregor Rabinovitch produced; "Prowl Car,", Mark Stevens, Edmond O'Brien and Gale Storm starred, Gordon Douglas directs and Hunt Stromberg produces; "Freddie the Great," starring Mickey Rooney and Terry Moore, Peter Godfrey directs, Rudolph C. Flothow produces.

Ford in 'Flying Fish'

Also, "Flying Fish," starring Glenn Ford and Viveca Lindfors, Henry Levin will direct, Jerry Bresler, produce; "Lorna Doone," Technicolor, an Edward Small production; "Last of the Buccaneers," Technicolor, starring Paul Henreid. Lew Landers will direct and Sam Katzman produce; "Santa Fe," Technicolor, starring Randolph Scott, Harry Joe Brown will produce the Scott-Brown production; "Stage to Tucson," Technicolor, starring Rod Cameron and Wayne Morris, Ralph Murphy will direct, Harry Joe Brown produce; "No Help From Heaven," produced by Lou Appleton and Monty Shaff; "Al Jennings of Oklahoma," Technicolor, starring Dan Duryea, Ray Nazarro will direct and Rudolph C. Flothow produce; "711 Ocean Drive," starring Edmond O'Brien and Joanne Dru, Joseph M. Newman directed, Frank N. Seltzer produced ("711 Ocean Drive" is the film financed by Edwin Silverman of Essaness Theatres, Chicago); "The Fighting Cavalier," produced by Hunt Stromberg; "Hurricane Island," Cinecolor, produced by Sam Katzman, and Johnny Weismuller in "Jungle Menace" and "Pigmy Island," Sam Katzman will produce both.

Gene Autry and Champion, the horse in "Gene Autry and the Mounties," "Valley of Fire," "Texans Never Cry," "Hills of Utah," "Quicksilver" and "Whirlwind," all produced by Armand Schaefer.

Among the 16 exploitation specials are: Two productions based on "Gasoline Alley," comic strip; two "My True Story," films; "When You're Smiling," Joseph Santley directed and Jonie Taps produced. "The Texan Meets Calamity Jane," starring Evelyn Ankers and James Ellison; "Rookie Fireman," with Bill Williams, Barton MacLane and Marjorie Reynolds; "Counterspy Meets Scotland Yard"; "King of the Wild Horses," reissue with Rex, William Janney and Dorothy Appleby, directed by Earl Haley; "Flame of Stamboul;" "Smuggler's Gold"; "China Corsair"; "The Tougher They Come," starring Wayne Morris and Preston Foster; "The Big Gusher," starring Wayne Morris and Preston Foster; "Revenue Agent"; "Chain Gang."

The Western program will consist of eight starring Charles Starrett and Smiley Burnette.

A. P. Archer Heads Denver Managers

Denver, May 1. — A. P Archer, president of Civi Theatres, has been electe president of the newly forme Denver Theatre Manager Association. The organizatio will work on problems of mutual concern, the firs [illegible] which will be boosting [illegible] slogan, "Movies Are Bette Than Ever." Other officer are: V. W. Footman, manage of the Victory, vice-president and Hall Baetz, Denver city manager of Fox Intermountain Theatres, secretary-treasurer.

Fight TV with To
Cost Films: Bache

The industry has nothing to f
from television competition if Ho
wood will resolve to produce c
maximum budget pictures, independ
producer William Bacher decla
here yesterday as he prepared to
part for South Africa, where he
make a film of Helga Moray's no
of that country, "Untamed." The
ture, he said, will be released
either 20th-Fox, Warner, or Colum
each of whom, he added, have sti
lated only that it be made for $1,5
000 or less.

Speaking from his own experie
as a former radio producer, Bac
said it is a fact that no televis
sponsor could possibly spend m
than $30,000 for a single video sh
Hence, he explained, Hollywood
television "licked" before it sta
The motion picture industry has o
to quit making low-grade films
devote its entire resources to top qu
ity, regardless of cost, and video t
will always trail the motion picture
an entertainment medium.

Bacher conceded that such a m
by the industry on a broad scale wo
result in closing a large number
small theatres, since fewer though b
ter pictures would be turned out.

The produced said that "Untam
(the title may be changed) would c
$3,000,000 to make in Hollywo
whereas by filming on the spot
South Africa it will not only cost l
that amount but will have the
vantage of natural backgrour
Bacher will fly from New York tod
with *carte blanche* from the So
African government to operate.

Pathe Cuts Losses
See '50 in the Black

Consolidated net loss for Pathe
dustries was cut from $1,441,000
1498 to $456,000 in 1949, according
the company's annual report. Ch
reduction in losses came from clos
the studio of Eagle-Lion, a subsidia
and in a complete overhaul of E
distribution, according to Kenneth
Young, Pathe president.

Prospects are good that Pathe w
be in the black in 1950, Young sa
pointing to E-L's "best" supply
product, which was obtained from
dependent producers without risk
Pathe capital. Other Pathe subs
iaries are Pathe Laboratories, Pat
Realty, Pictorial Films, Televisi
Center and the V. D. Anderson

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NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

67 NO. 85 NEW YORK, U. S. A., WEDNESDAY, MAY 3, 1950 TEN CENTS

K Sees Rank eplaced As op Producer

n Woolf Deal Puts tish Lion to Fore

By PETER BURNUP

NDON, May 2.—With the an- cement here today of the con- on of a deal by which British will handle distribution for Woolf's new independent Film butors, Ltd., British Lion will a position to offer 20 top-rate ctions next year, making it the gest distributor of British films.

he schedule, according to le sources, easily will exceed t of either the J. Arthur nk organization or Associ- d British Picture Corp.

olf, who resigned last year as managing director of Rank's

(Continued on page 6)

tes Finds Stars tent Salesmen'

sonal appearances throughout the ry by screen stars is the ap- h to building box-office receipts mended yesterday by Herbert tes, president of Republic, upon rrival here from Illinois.

es said that the premiere of the any's "Rock Island Trail" in

(Continued on page 7)

Ieet Again Today on SCAP Presidency

ASCAP directors will meet ere again today for the elec- on of officers. First session ok place last Wednesday hen agreement apparently uld not be reached on the igibility of Fred Ahlert as ndidate for re-election to e presidency.

ASCAP by-laws limit the nure of office to two one- ear terms and Ahlert al- eady has served two years.

Brandt Theatres to Collect for Palsy

Brandt Theatres will waive a standing rule barring collections for charitable and benevolent causes in its theatres in order to aid the United Cerebral Palsy Association's $5,000,000 campaign, now under way, William Brandt, executive of the circuit, informed the UCPA New York campaign committee yesterday.

Brandt said solicitations would be made at the theatres during the last week of May, the final week of the campaign.

E-L Will Release 18 in Three Months

Eighteen features will be released by Eagle-Lion during May, June and July, it was announced here yesterday by William J. Heineman, sales vice-president.

Heading the list of May releases is "The Jackie Robinson Story," which stars Robinson, Dodgers' second baseman, and which will have a world premiere at the Astor Theatre, New York, on May 16. Others are "The Winslow Boy," starring Robert Donat; "The Fallen Idol," now completing a run at the Sutton Theatre here,

(Continued on page 2)

SIMPP Okays $10,000,000 Finance Plan

HOLLYWOOD, May 2. — The Society of Independent Motion Picture Producers membership today approved a plan proposed by Alex H. Ardrey, executive vice-president of the Bankers Trust, New York, which envisages the creation of the Motion Picture Equity Corporation (a tentative title) with $10,000,000 capital for investment in independent production. The corporation would be registered with the SEC, and a million shares at a $10 par value would be offered on the Stock Exchange for public sale.

Funds made available to pro-

(Continued on page 6)

104 Short Subjects On Columbia '51 List

CHICAGO, May 2.—Columbia's sales convention will enter the third day of its four-day meeting here tomorrow at the Drake Hotel and will hear details of the 1950-51 program of five serials, 26 two-reelers and 78 single reels. In the current season of 1949-50 the company is committed to four

(Continued on page 2)

Rodgers Won't Press COMPO Arbitration

Will Cite Need Only; Tax Policy a Problem

William F. Rodgers, Loew's distribution vice-president, said here yesterday that when he makes his recommendation at Monday's meeting in Chicago to have the Council of Motion Picture Organizations undertake to set up a new system of industry arbitration, it will be a verbal calling of attention to the need for COMPO to engage in trade practice activity. Rodgers indicated he will offer no formal resolution calling for by-law amendments.

This was interpreted in industry circles here to mean that if Rodgers' proposal does not receive substantial backing at Monday's organizational

(Continued on page 7)

Arbitration Plan To NCA Convention

MINNEAPOLIS, May 2.—A system of arbitration with the right of appeal has been devised by North Central president Ben Berger and it will be offered for acceptance, alteration or rejection to exhibitor delegates attending the two-day NCA annual convention opening here tomorrow at the

(Continued on page 7)

Ask $159-Million Damages In 82 of 95 Trust Suits

Of 95 intra-industry civil anti-trust suits reported pending, 82 have specified triple-damages aggregating approximately $159,000,000, it was learned here yesterday.

Industry anxiety over the increasingly heavy burden of anti-trust litigation has been mainfested lately by the emergency meeting which film company presidents and attorneys held here recently and by repeated bids for an industrywide arbitration system.

The 95 suits generally allege monopolies among distributors and circuits and conspiracies in restraint

(Continued on page 7)

Six Regional Meets On Swanson Tour

Six regional exhibitor conventions will be visited by Gloria Swanson during the course of a 25-city tour, beginning Monday, in behalf of Paramount's "Sunset Boulevard."

A highlight of the tour will be Miss Swanson's attendance at Kansas City's Centennial celebration, June 2-3, where she will appear in a historical pageant. In all cities the star of the Charles

(Continued on page 7)

May Use Money in Israel for Filming

Hollywood, May 2.—Film attorney Herbert T. Silverberg, presumably representing some independent producers, will leave here Monday for a European tour which will include a visit to Tel-Aviv, at the invitation of the Israel government for the purpose of investigating the possibilities of utilizing frozen American monies for production in that country.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

THE LAWLESS DARING AND STARTLING!
A Paramount Picture

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

FCC Petitions May Have to Be Rewritten

The committee on theatre television of the Society of Motion Picture and Television Engineers will meet here in mid-May for discussions to determine whether it will be necessary for motion picture interests to alter or reshape the petitions they have filed with the Federal Communications Commission for theatre television hearings.

The factor which has made such discussions necessary is the new high-definition theatre video system which has been developed by RCA and which will be unveiled in New York next month for inspection by the motion picture industry.

Donald Hyndman of Eastman Kodak who, representing the SMPTE, revealed the existence of the new RCA system at a Motion Picture Association of America luncheon in Washington recently reports here that the Society's committee on theatre television has scheduled the mid-May conference bearing on the FCC petitions. A precise date for the meeting will be set shortly.

The SMPTE theatre TV committee is composed of top-flight video engineers who, as committee members, several months ago supplied advice upon which were based the petitions filed by exhibitors and distributors with the FCC. Between now and the mid-May meeting committee members expect to analyze the new development from various angles, including cost. It is held likely that the committee's meeting will be opened to representatives of exhibitor associations and the MPAA.

Mid-Century Gets Osa Johnson Films

Mid-Century Pictures Corp. here has acquired worldwide distribution rights to six hitherto unreleased pictures filmed by explorer Osa Johnson, the company reported yesterday, among them: "I Faced Death," "Safari," "Head Hunters," "Cannibal Land," "Jungle Mysteries" and "Wild Jungle Man." All will be released during 1950. First is scheduled for June 1. The company has contracted for 12 additional pictures from Mrs. Johnson, widow of explorer Martin Johnson, which will be released later.

Julius W. Levine, Mid-Century president, said that a contract for foreign distribution of the Johnson pictures was signed yesterday by Mid-Century and Variety Film Distributors, the latter headed by Amerigo Benefico.

'Sierra' Opens May 9

Universal-International's "Sierra" in Technicolor will have its world premiere at the Orpheum in Seattle, May 9, launching more than 125 dates in the territory and highlighted by the personal appearances of stars.

Personal Mention

MAURICE BERGMAN, Universal-International executive, is in Chicago from New York.

•

J. H. KURTZ, JR., assistant to the director of sales of DuPont's photo products department, has been appointed manager of the department's New York district office. H. A. DUMONT has been named his assistant.

•

JACQUES KOPFSTEIN, Astor Pictures executive vice-president, will leave here tomorrow on the *SS Ile de France* for Europe.

•

JULES LAPIDUS, Warners' Eastern and Canadian sales manager, is in Washington today from New York.

•

ED HINCHY, Warner home office playdate department head, will leave here today for Washington.

WILLIAM PINE, co-producer of Paramount's "The Lawless," will address the CCNY Institute of Film Technique on Friday, when a special screening of the film will be held.

•

WILLIAM F. SWANN, a member of the industrial photographic sales division of Eastman Kodak, Rochester, N. Y., has been nominated chairman of the technical division of the Photographic Society of America.

•

HARRY A. SAMWICK, American Display Co. president, is in Lenox Hill Hospital here undergoing treatment.

•

BING CROSBY'S birthday yesterday was saluted by 180 CBS stations with a 15-minute program.

•

FRANK NUGENT, writer, is in New York from the Coast.

Jinx Falkenburg in Palsy Drive Post

Jinx Falkenburg, radio commentator and writer, has been appointed chairman of the women's division for New York City's Cerebral Palsy campaign, by Robert M. Weitman and Peter Grimm, co-chairmen of the Metropolitan committee.

Miss Falkenburg addressed a luncheon meeting at the 21 Club here yesterday where her appointment was announced. Grimm presided at the meeting which was addressed also by Leonard Goldenson, UCPA president and president of United Paramount Theatres.

Columbia's Shorts

(*Continued from page 1*)

serials, 26 two-reelers and 72 one-reelers.

The delegates will also meet, branch by branch, with home office executives and division managers to discuss the general business outlook and specific problems of each branch.

"Atom Man vs. Superman," successor to the "Superman" serial, will be sold separate. The four other serials are: "Pirates of the High Seas," starring Buster Crabbe; "Phantom Express"; "Mysterious Island," from the Jules Verne story; and a serial special, the title of which will be announced shortly.

The two-reel program will consist of eight "Three Stooges," top favorites and leaders in popularity polls for many years; six "All-Star" comedies, six assorted comedies and six comedy reissues.

The single-reel program follows: three "Mr. Magoo" color cartoons; three "Jolly Frolics" color cartoons; 12 "Color Favorites" cartoons from past years. Also, six "Candid Microphones," again featuring Allen Funt; 12 "World of Sports," with Bill Stern as commentator; 12 "Screen Snapshots," intimate scenes into the private lives of the stars of the screen and radio; eight "Cavalcade of Broadway", conducted tours of Broadway; eight "Film Novelties," eight "Top Band Favorites," and six "Musical Masterpieces."

Turn Down Truman Bid for TV Set Tax

WASHINGTON, May 2.—The House Ways and Means Committee today rejected President Truman's request for a 10 per cent manufacturers' excise tax on television sets.

At present there is a 10 per cent tax on radio sets and also on the sound parts of TV sets. The video parts of television sets, however, are tax-free. They account for the bulk of the cost and the President asked that the entire set bear the 10 per cent tax.

Arbitration Postponed

Hearing of the Elmwood Theatre arbitration case, in which S. H. Fabian, head of Fabian Theatres, is serving as arbitrator, which was scheduled for today, has been tentatively set for May 17. Postponement was necessary to enable all parties involved to attend.

E-L Sets 18

(*Continued from page 1*)

starring Sir Ralph Richardson, Michele Morgan and Bobby Henry; "The Glass Mountain," starring Valentina Cortesa; and re-issues "Twin Beds," starring George Brent, and "Getting Gertie's Garter," starring Dennis O'Keefe.

June releases will include "The Torch," starring Paulette Goddard and Pedro Armendariz; "Eye Witness," starring and directed by Robert Montgomery; "High Lonesome," John Barrymore, Jr.; "It's a Small World," Paul Dale; "Timber Fury"; "Retribution," David Bruce, and "The Blue Lamp," Dirk Bogarde.

July releases: "The Sun Sets at Dawn"; "The Golden Salamander," starring Anouk and Trevor Howard; "Naughty Arlette," Mai Zetterling, and following re-issues, "Tillie's Punctured Romance," with Charlie Chaplin; "Up in Mabel's Room," and "Abroad with Two Yanks."

In August, Eagle-Lion will release "Destination Moon." Other August releases will be announced shortly.

Newsreel Parade

*THE Loyalty and May Day
ades are current newsreel
lights. Other items include sports
fashions. Complete contents follo*

MOVIETONE NEWS, No. 36—Can
anti-violence cult. "American Moth
1950." Virginia's Apple Blossom Fes
New York: Loyalty parade. Fur fas
from Canada. Sports: Penn relays, c
rodeo.

NEWS OF THE DAY, No. 27—Lc
Day parade in New York City. icers
som Festival in Virginia. Sp ager
running, soccer at London's Wembley
ium. Films of bull fight.

PARAMOUNT NEWS, No. 73—
tests new 60-ton flying boat. May
parades in New York. Ballet demonst
by finger tips. Canada: group demonst
against trend to war. Penn relays.
land's soccer series.

TELENEWS DIGEST, No. 18-A
miral Kinkaid retires. Own Lattimore
ing. London dock strike. Trygve Lie
Iran's Princess Fatimah weds. Ame
teaches Japanese princess. U.S. fle
Athens. Inside a volcano. Auto race.

UNIVERSAL NEWS, No. 348—Can
anti-violence cult. J. Arthur Rank
"Hamlet" print to N. Y. U. Iran pri
on honeymoon. Seattle: 20 injured in
Loyalty parade in N. Y. Yacht re
Races. Bull fight.

WARNER PATHE NEWS, No. 75—
Navy flying boat. Defense Secretary
son opens photo exhibit. New York:
munists parade. Earl Browder tes
Bermuda fashions. Sports: London
finals. Penn relays.

Coast Production
As 12 Films Start

HOLLYWOOD, May 2.—The pro
tion index showed a healthy gain
week, rising to a total of 39, fron
Twelve pictures were started and
completed.

Started were: "Blazing Sun"
"Al Jennings of Oklahoma," Col
bia; "The Second Face," Film
sics; "Train to Tombstone," Lip
"Cause for Alarm" and "It's a
Country," Metro-Goldwyn-Ma
"Triple Trouble," Monogram;
yond the Sunset," Paramount; "
oners in Petticoats," Republic; "
Mexico" and "The Sound of F
United Artists; "Abbott and Cos
in the Foreign Legion," Universal
ternational.

Completed were: "Stage to Tuc
(formerly "Lost Stage Valley"),
umbia; "I Shot Billy the Kid,"
pert; "The County Fair," M
gram; "Vigilante Hideout," Repu
"Stella," 20th Century-Fox, and "
of Living," United Artists.

Legion Reviews 10
Classes One as 'B'

Ten additional pictures have
reviewed by the National Legio
Decency, with one, Universal-Inte
tional's "Madeleine" receiving a
B rating.

In Class A-I are Warner's "
.45," 20th Century-Fox's "The
Fighter," Republic's "Harbor
Missing Men" and "Rock Is
Trail," Lippert's "Operation Hay
and "Hostile Country," and R
Radio's "Wagonmaster." In
A-II are Lippert's "Everybo
Dancin'" and M-G-M's "Mys
Street."

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"ANNIE" GREAT IN ALL EIGHT!

As predicted for the Special Pre-Release
ngagements of "ANNIE GET YOUR GUN" in

CLEVELAND	ST. LOUIS
ATLANTA	HARTFORD
DAYTON	NORWICH
EVANSVILLE	SAN FRANCISCO

More people paid more money to see 'ANNIE GET YOUR GUN' than any other TECHNICOLOR musical in film history!"

★

EMEMBER! "ANNIE" IS JUST ONE OF M-G-M's "TERRIFIC TEN!"
G-M's "SAY IT WITH PICTURES" TRADE SHOWS HAVE BEGUN!

"THE ASPHALT JUNGLE" is the talk of every film row!
"FATHER OF THE BRIDE"—May 9
"THE SKIPPER SURPRISED HIS WIFE—May 10
"STARS IN MY CROWN"—May 11
"DEVIL'S DOORWAY"—May 12
"MYSTERY STREET"—May 16
and of course you *can't* miss
"ANNIE GET YOUR GUN"—May 23
"THE HAPPY YEARS"—May 24
"DUCHESS OF IDAHO"—June 13
"THREE LITTLE WORDS"—June 23

M-G-M *presents*

"ANNIE GET YOUR GUN"

starring

BETTY HUTTON
HOWARD KEEL

with

LOUIS CALHERN • J. CARROL NAISH
EDWARD ARNOLD • KEENAN WYNN

Color by TECHNICOLOR

Screen Play by Sidney Sheldan
Based on the Musical Play with Music
and Lyrics by IRVING BERLIN
and Book by
HERBERT FIELDS and DOROTHY FIELDS
Musical Numbers Staged by
ROBERT ALTON
Directed by
GEORGE SIDNEY
Produced by
ARTHUR FREED
A Metro-Goldwyn-Mayer Picture

M-G-M FIRST IN PICTURES!

(Don't Relax Until We Axe The Movie Tax!)

CAST OF THOUSANDS IN STUPENDOU
THRILLING SAGA OF THE WILD WOOLY W
ALSO NEWS REEL COMEDY CARTOON AND S
cers
ager
LAURITZEN

The Decade of Opportunity: 1950-1960

How it will affect the recreation and amusement industries

By the 1940's, the average industrial worker had more than twice as much free time for recreation as the worker of the 1890's. Practically everyone had come to accept recreation as one of the necessities of life.

And recreation had become big business. Consumer expenditures for recreation—for entertainment and amusement; spectator sports; reading, hobbies, pets, and toys; organizations and clubs; radio, television, and musical instruments; and sports and sports equipment—were $3.9 billion in 1940. Since then they have soared to a record-breaking $10.1 billion.

What will they be 10 years from now?

Conservative estimates point to a potential growth of more than 20% by the end of the decade. This means that by 1960 Americans should be spending some $12.1 billion a year for their recreation.

Here are some of the reasons why the next 10 years should prove a Decade of Opportunity for recreation industries.

1. By 1960 there should be 160 million Americans—10 million more recreation-minded consumers than there are today.
2. People will have more money. Average family income should reach $4029 a year by 1960 compared to the present average of $3646.
3. Records of past years show that during periods of high employment and high income people spend more for recreation. So, during the Decade of Opportunity those who provide recreational products and services may reap greater-than-average increases.
4. Further spread of the 5-day week, and wider granting of vacations with pay, should bring more demand—and more dollars—to the recreation business.
5. More company-sponsored recreational programs for employees, increasing interest in hobbies, and building up of

community recreation areas should mean more business for those who provide needed products and facilities.

Continuing growth of television, and the prospect of color-television within the decade should bring major gains in is branch of recreation.

ere are other reasons, too, but they all nt in the same direction: a cool $2 lion a year expansion for the creation business by the end of the ade of Opportunity.

And the ones who benefit most will be se who see the opportunity most clearly l plan most wisely to take advantage it.

These plans will include things that e always been important: keeping a step ead of America's sudden shifts in creational fads and fancies, providing ducts and services people want at ices they can afford to pay, and, perps most important of all, showing and lling the American people what you have sell.

This means advertising. And in a nation ere recreation is considered a necessity ther than a luxury, it means advertising at reaches great numbers of people.

* * *

all the magazines you can use to show d tell people what you have to offer, FE is by far the biggest.

LIFE is read by many million more ople than read any other weekly magazine. It is read by more men than read any men's magazine, by more women than read any women's magazine. It reaches 1 out of every 3 families in the country—more families in any one week than are reached by any of the 10 biggest radio shows.

For advertisers in recreational fields, LIFE has other unique values. It is the most significant of all magazines to retailers. These merchants know that advertised-in-LIFE promotions are sure-fire volume builders, so they tie in with LIFE more than with any other magazine.

In addition, LIFE's unique picture-and-word reporting—its exciting weekly highlights from the world of movies, theater and entertainment—have attracted and held the eager weekly attention of recreation-minded America. Because LIFE has itself become so vital a part of our national recreation, it is an ideal show-case for entertainments and amusements.

Advertisers know these facts. They are major reasons why during 1949 the recreation industries and businesses invested $3,567,887 to advertise in LIFE—over half a million more dollars-for-selling than they invested in their second-choice magazine.

So, as you consider your selling plans for the Decade of Opportunity, consider the advantages of showing and telling one fifth of the nation about your products or services in the youngest big magazine, the most vital and interesting big magazine, the biggest big magazine in America—LIFE.

most of the facts and figures on the future of America's economy quoted in this sage, LIFE *is indebted to the study made by the Twentieth Century Fund, entitled nerica's Needs and Resources."*

he Twentieth Century Fund is maintained by the philanthropies of the late Edward ilene. Its activities consist solely of scientific and objective research into economic blems, and in non-partisan public education.

* * *

ou wish reprints of this advertisement, write Clay Buckhout, LIFE, 9 Rockefeller za, New York 20, N. Y.

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LIFE

Set Agenda for French Envoys

A three-week schedule of activities has been set up for the three French film delegates who will arrive here this morning on the *S.S. Ile de France* to familiarize themselves with the Motion Picture Association's of America's Advisory Unit for Foreign Films. The three delegates are: J. P. Frogereais, president of the French Film Producers Association; Robert Cravenne, executive director of Uni-France Films, and G. Lourau, the French government's deputy director of cinematography.

Their initial week will be devoted to study of the Advisory Unit program and various conferences. On May 10 they will meet with MPAA president Eric Johnston in Washington where they will also be feted by the French Embassy. Talks also have been arranged for them there with government officials. A week later they will visit Coast studios, production officials and confer with Joseph I. Breen, Production Code Administrator.

British Lion

(*Continued from page* 1)

General Film Distributors, has drawn to his new company other former key men in the Rank organization, among them Barrington Gain, who was one of Rank's closest financial advisers; Josef Somlo, former producer and managing director of Rank's Two Cities Films, and Ralph Bromhead, former director and general manager of Rank's Eagle-Lion.

Woolf will retain sales supervision within British Lion over his Independent Film Distributors' product. His first picture under the new agreement will be Albert Lewin's "Pandora and the Flying Dutchman," in Technicolor and starring James Mason and Ava Gardner. The picture is now shooting in Spain and will be completed on stages here.

The new arrangement insures Woolf's producing units the reasonable use of British Lion's Shepperton Studios, which 20th Century-Fox recently relinquished, transferring its production activities here to Rank studio facilities.

British exhibitors received the news of the Woolf-British Lion deal with enthusiasm, certain that it will result in a complete revision of bookings and will ease their film quota obligation problem.

American film men here also welcome the new situation, acknowledging that Eric Johnston's unit booking plan had been occasioned only by Rank's tactics in playing good American pictures as second features with questionable British product. They also foresee improved trading conditions, inasmuch as British Lion has no circuit commitments.

Rank has progressively curtailed production throughout his organization and this year told stockholders he might discontinue production entirely in June if entertainment tax relief was not forthcoming from the government. The budget went to Parliament last month with no provision for entertainment tax relief. ABPC also has joined in the general tapering off of production activity here for some time past.

Reviews

"Colt .45"

(Warner Brothers)

IMPRESSIVE production values have been put into "Colt .45," a large-scale outdoor action drama in Technicolor. Randolph Scott and Zachary Scott are the male leads, symbolizing good and evil, respectively, with others in the cast including Ruth Roman, Lloyd Bridges and the late Alan Hale. The story, revolving around the introduction of the new Colt repeating pistols, has all the grand whoop-de-doo that makes Westerns popular. The plot contains greater development than usual in a Western, but with occasional strains on credulity.

Randolph Scott portrays a gun salesman who has his Colt pistols stolen by Zachary Scott, a dangerous outlaw. Before long Zachary is terrorizing the frontier, killing and looting in wholesale measure. Randolph vows retribution, but by the time he catches up with Zachary, the latter has a large gang behind him and is deeply entrenched in town corruption. Efforts to expose Zachary backfire, Randolph finds himself mistaken for an outlaw, and as a consequence, has to take it on the run.

Another angle of the story involves a romance between Randolph and Miss Roman whose weakling husband, Bridges, is killed by Zachary after the two outlaws have a falling out. Helped by a friendly tribe of Indians, Randolph vanquishes the outlaw gang, and in a bangup climax, puts the finishing touches on the cringing Zachary. The screenplay, by Thomas Blackburn, serves as a resourceful groundwork though there are bits of dialogue that seem out of character. Saul Elkins produced and Edwin L. Marin directed.

Running time, 74 minutes. General audience classification. Release date, May 27.

MANDEL HERBSTMAN

"Kind Hearts and Coronets"

(J. Arthur Rank—Eagle-Lion)

LIKE a straight-faced individual telling an ostensibly serious story which turns out to be a joke, "Kind Hearts and Coronets" plays tricks on its audience. It starts off as the Duke of Chalfont is awaiting the hangman's noose and the atmosphere is very serious, indeed. But as he pens his memoirs, which make the screenplay, certain humorous incongruities creep in. Although the central character is engaged in the somber business of eliminating the 12 persons standing between him and the coronet of dukedom, the treatment is in the nature of satirical comedy in the most delicate vein. Dennis Price, Joan Greenwood, Valerie Hobson and Alec Guiness are the principals.

A Michael Balcon production, presented by J. Arthur Rank, "Kind Hearts" doubtless will be received approvingly especially in those theatres which cater to devotees of product distinguishable from Hollywood's standard. It is very British and stresses subtlety to the extreme of sometimes obscuring the intended humor. In the main, though, it is well done for its type, making an interesting addition to the list of English pictures which burlesque the placid, imperturbable characteristics of Englishmen. Robert Hamer directed and Michael Relph was associate producer. Hamer and John Dighton wrote the screenplay.

Running time, 104 minutes. General audience classification. For May release.

GENE ARNEEL

"Rocketship X M"

(Lippert Productions) *Hollywood, May 2*

EXPLOITATION possibilities are good in this imaginatively conceived and executed film about a rocket ship that sets out for the moon and lands on Mars instead. Interest and suspense are well sustained and a measure of credibility is achieved. Children especially will find "Rocketship X M" absorbing.

The picture was produced, directed and written by Kurt Neumann, with Murray Lerner as executive producer. The technological department provided effects which are the more striking because they are realistically dramatic without bing fantastic. The acting is uniformly effective, the well-matched cast underplaying assignments in a way that adds to conviction.

The story opens with the take-off of a rocket ship manufactured by private interests under government security restrictions. A crew of five set off for the moon but are diverted from their course in the ionosphere and land on Mars, where they discover that "inhabitants" of that planet have been reduced from a high state of civilization to savagery by something comparable to atomic warfare. Two of the five die on Mars. The others, attempting a return to earth, manage to transmit their report before the rocket ship crashes and is ruined. Lloyd Bridges and Osa Massen are romantic members of the crew, but this phase of the narrative is kept well subordinated. The supporting cast includes John Emery, Noah Beery, Jr., Hugh O'Brian and Morris Ankrum.

Running time, 77 minutes. General audience classification. Release date, June 2.

Combine Two Top Mexican Studios

MEXICO CITY, May 2.—Merger of Mexico's two leading studios, the Churubusco and the Azteca, is now underway. Emilio Azcarraga, exhibitor and radio station operator who, with RKO Radio established the Churubusco studio in 1945, and Cesar Santos Galindo, principal Azteca stockholder, conducted negotiations for the pact.

Services Tomorrow For Jerry Herzog

Funeral services will be held here tomorrow at the West End Funeral Parlor for Jerome (Jerry) Herzog, 60, who died yesterday at Wadsworth Hospital, Manhattan. He was a veteran of many years in the motion picture business, most recently as a distributor of foreign films.

Surviving are the widow and a daughter.

SIMPP Okay

(*Continued from page* 1)

ducers by the corporati would be for second-money a completion financing, with in vidual banks supplying fir money as at present. Approv was voted by the membersh at a three-hour luncheon mee ing during which the plan w explored in detail an pr liminary steps fully out.

Proposes Research Body

The first step, Ardrey said, i engage a suitable research bod compile complete records, statis and otherwise, on all pictures duced by SIMPP members and o interested independents during past 12 years, from inception to grosses. Ardrey said he was vinced, by the Bankers Trust's experience in financing independ that the combined records will s investment in independent produc along the lines to be followed by proposed corporation is very att tive to large holders of risk inv ment capital, which he indicated is in the most plentiful supply in past 20 years.

He stated flatly, howeve that if the combined reco does not show this, he favo dropping the whole financi project.

After extended questions on point by individual members, SIM president Ellis Arnall deleg George Bagnall to begin collecting information which researchers w require, with George Yousling, president of the Security First tional Bank, assisting him.

Plan Policy Board

Ardrey said the proposed corp tion would be controlled by a se man policy board, composed of inv ment bankers, an economist, a pro tion man and other appropriately lected parties, but its affairs woul administered by a management which would pass on loans on t merits. Ardrey said the Ban Trust is willing to pay the cost of proposed research, if the figure is unreasonable, but does not seek favored position in the ultimate se

Declaring that production inv ments have been extremely profit in the past, but are down 50 per now due to the general difficulty ducers have in obtaining second-mo financing, Ardrey said the Ban Trust is desirous of investing a $10,000,000 in first-money financin this time.

Coast Services for Ernst Laemmle, 49

HOLLYWOOD, May 2.—Funeral s ices were held here this aftern at the Beth Olam Cemetery for E Laemmle, 49, director and a nep of the late Carl Laemmle, who yesterday. The widow and t children survive.

Ralph Blum, 56, Agent

HOLLYWOOD, May 2.—Ralph Bl 56, veteran talent agent, died sudd last night at his home from a h attack. The widow, the former C mel Myers, a son and two adop children survive.

)MPO Meet

(Continued from page 1)

**:ing, he will refrain from
sing it.**

trade practice issues, along with
n of an administrative head for
PO and a determination of fu-
plicy in the industry campaign
. the Federal admission tax, are
ed to be sensitive issues and po-
the most combustible the
. meeting is likely to face.

nce Rodgers declared at a
luncheon on April 24 that he
make his recommendation for
tion at the COMPO parley in
rt to inspire action looking to
ction of the heavy volume of
y law suits, there has been
speculation on the subject, and
ars to have surfaced consider-
pposition to the proposal. The
ion comes mainly from exhibi-
hose spokesmen have been re-
g that the COMPO organiza-
meeting in Washington pointed-
luded trade practices from the
ies of COMPO, which was con-
as a public relations agent for
lustry.

Iay Oppose Power Grant

ther severe test for the forth-
Chicago meeting is held to be
ied in the provisions of the by-
lraft that vest broad authority
office of executive vice-presi-
he only salaried executive po-
indicated for COMPO.
aws drafted at the Washington
g give the executive vice-presi-
vide authority. For that rea-
actional feeling over the office
ost inevitable and already has
to manifest itself.
umber of delegates to the forth-
meeting are said to be unal-
opposed to giving too much
ity to the executive vice-presi-
n the ground that it could lead
ordination of the normal posi-
of individual COMPO member
zations.
new "headache" which will be
at the COMPO meeting devel-
rapidly in the past few days
whether the industry should be
ed with the 10 per cent which
ouse Ways and Means Commit-
s voted to lop off the 20 per cent
al amusement tax or whether it
continue the fight in an effort
ain total repeal of the tax.

Favor Battle for Repeal

am F. Myers, chairman of the
PO tax committee, which waged
ectacularly effective fight against
x, is on record as being in favor
ntinuing the battle until total
has been obtained. Most of
rnest co-workers on the commit-
ree with him.
ome industry quarters, however,
has developed a timidity that
for settling for the half-a-loaf
d, on the theory that the House
ittee may be antagonized by fur-
ressure and withdraw what it
lready proffered. The opposing
argues that the committee may
at, anyhow, under continuing
ire from other sources, unless the
ry fight is maintained. It is also
d that without continuing indus-
fort, the Senate Finance Com-
may come to a different con-
n and the tax may again be
d when the House and Senate
ittees meet in conference.
MPO's Chicago meeting, it is
said, likely will be asked to de-
which it is to be, acceptance of the half-a-loaf or resumption of the battle for the whole. If COMPO chooses the former, it no doubt also will have to choose a new tax committee.

Reviews

"The Vanishing Westerner"

(Republic)

SOME unique twists in the plot of "The Vanishing Westerner" result in a pretty fair action production which has both dramatics and comedy intermingled throughout, all enhanced by able performances by Monte Hale and Paul Hurst.

Hale and his friend, Hurst, arrive in an Arizona town looking for work. Sheriff Fast, who has set up a legend about his background and his titled English brother, is an enterprising man who controls all local employment. He recommends the boys to Roy Barcroft, supposed to be a respected citizen but who is really a criminal. Barcroft hires a new hand, stages a holdup and then has the new employe killed so that the blame for the holdup will rest on the latter. Barcroft then frames Hale for the alleged murder of the sheriff and has him jailed to await lynching. Hale escapes through a planned getaway to prove that the sheriff's murder is a hoax.

Hale and Hurst expose the wrongdoings and with the help of the town's assistant deputy manage to reestablish law and order. The two then reveal that they are special investigators sent by the governor to bring the town's criminals to justice. Direction by Phil Ford of this Mel Tucker production is adequate.

Running time, 60 minutes. General audience classification.

"Outcast of Black Mesa"

(Columbia Pictures)

THE hard riding and fast shooting Charles Starrett and singing Smiley Burnette are once again teamed in a satisfactory Western entitled "Outcast of Black Mesa."

Starrett plays the double role of Steve Norman, falsely accused of murder, and the Durango Kid, who digs up proof to save Starrett's neck. The story opens with the daughter of a mine owner accusing Starrett of murdering her father, his partner. In flashback, he tells the story of how he was framed and sets out to prove it. Saved from hanging, with the help of the Durango Kid, he shows that not he, but a fake doctor is the brains behind the whole plot. The doctor, it seems, wanted the partners out of the way so that he could marry the girl and get the mine.

The picture moves along at a nice clip and the story is unfolded with a minimum of complications. Martha Hyer plays the girl and Richard Bailey the "doctor." Colbert Clark produced and Ray Nazarro directed. Barry Shipman wrote the screenplay, from a story by Elmer Clifton.

Running time, 54 minutes. General audience classification. April release.

NCA Convention

(Continued from page 1)

Nicollet Hotel. That system and an all-out attack against forced percentage film sales are the two top subjects on the agenda.

Berger is virtually certain of re-election, along with Stan Kane, executive secretary, most of the other officers and the board of directors. It is reported, however, that some belligerent NCA members will openly criticize Kane for some triple-billing at his Grand Theatre. Based on advance reservations, an all-time high attendance is expected.

The Federal admission tax, television competition, showmanship progress, and, of course, film company sales policies will be subjects for open floor discussion. H. M. Richey, M-G-M; Leon Bamberger, RKO Radio, and Sam Shain, 20th Century-Fox, are scheduled to address the delegates.

Swanson Tour

(Continued from page 1)

Brackett-Billy Wilder production will be hostess at special exhibitor and press screenings of the film, which will have its premiere at Radio City Music Hall in mid-summer.

Conventions on her intinerary are: Allied of Iowa-Nebraska, Omaha, May 16; Allied Rocky Mountain, Denver, May 17; MPTO of Georgia, Atlanta, May 21; Mid-South Allied, Memphis, May 24; ATO of Indiana, French Lick, June 14, and Allied of New Jersey, Atlantic City, June 16.

$159-Million Suits

(Continued from page 1)

of trade. In most cases violations of Federal anti-trust laws are charged, but state laws are cited in some of the actions.

Forty-two cases were commenced in 1949, while 18 similar ones were disposed of during the year. In substantially all of the 95 actions some sort of injunctive relief is requested. In three cases decrees have been entered providing for continuing injunctive relief. In nine only equitable relief is sought.

Another meeting of company presidents and attorneys on the subject of anti-trust litigation has not been scheduled.

UN Official Cites Studios

Mogens Skot-Hansen, United Nations film officer in Hollywood, expressed appreciation for the cooperation the UN has been getting from the Coast studios, in a report on the progress of the UN's film division during the past year to the American Motion Picture Committee for the UN at a Harvard Club luncheon here.

The committee, of which C. E. Milliken is chairman, also heard from J. G. Lindstrom, acting director of UN's film information division, and from Beresford Seligman, UN film distribution officer.

Others present at the meeting were: Maurice Liu and J. Benoit-Levy, UN film officers; John J. O'Connor, Universal; James Brown, Movietone; Jacob Wilk, Warner; Hiller Innes, Paramount; Richard Yates, Republic; George Schaefer, independent; Robert W. Coyne, Gamble Theatres; J. R. Bingham, Association Films; and from the MPAA, Francis S. Harmon, Theodore Smith, Joaquin Rickard and Taylor Mills.

Film Truckers, Quiz Aid 'Showmanship'

CLEVELAND, May 2.—The 18 film trucks that deliver film to Northern Ohio exhibitors have had painted on both sides "Movies Are Better Than Ever," bringing the Showmanship drive slogan to everyone on the roads. Another stunt is a radio quiz show daily, five days a week over station WERE on which a panel of three film men answer questions and give theatre passes as prizes.

Yates on Stars

(Continued from page 1)

Rock Island, Moline and East Moline, Ill., and in Davenport, Iowa, and the appearances of John Wayne, Roy Rogers and other players attracted 700,000 persons, whereas the normal population of the four cities is 215,000.

Yates said he is convinced that the stars are the "most potent salesmen of this business" and urged their appearances in all cities and towns, large and small. If this is done, he said, "in six months there will be no complaints about business in theatres."

HE ALWAYS SHOWS UP WHEN NEEDED MOST...

AND HERE HE COMES NOW...

bigger and better than before!

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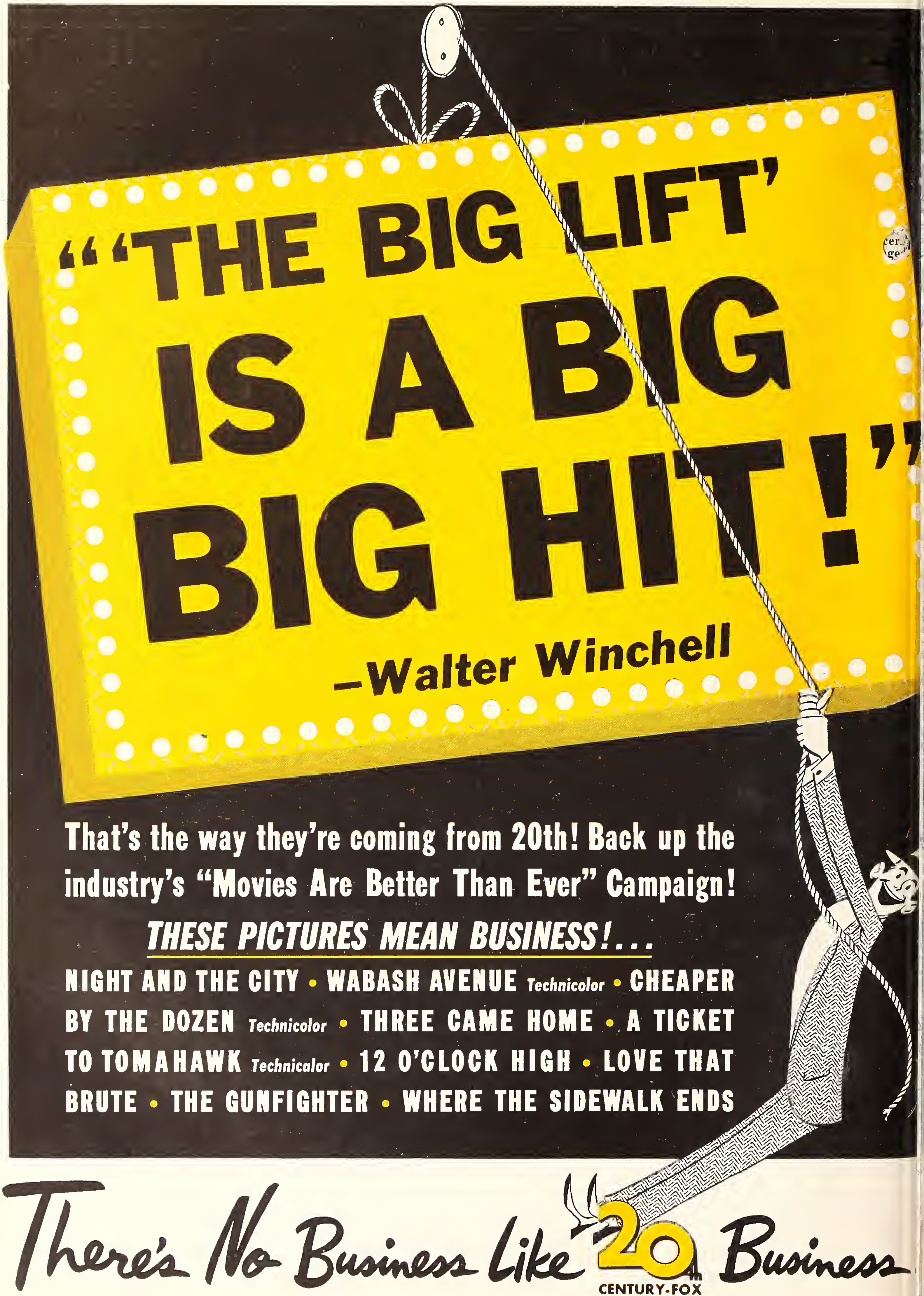
ATOM MAN vs. SUPERMAN ...COLUMBIA'S NEW FEATURE SERIAL!


"'THE BIG LIFT'
IS A BIG
BIG HIT!"
–Walter Winchell

That's the way they're coming from 20th! Back up the industry's "Movies Are Better Than Ever" Campaign!

THESE PICTURES MEAN BUSINESS!...

NIGHT AND THE CITY • WABASH AVENUE *Technicolor* **• CHEAPER BY THE DOZEN** *Technicolor* **• THREE CAME HOME • A TICKET TO TOMAHAWK** *Technicolor* **• 12 O'CLOCK HIGH • LOVE THAT BRUTE • THE GUNFIGHTER • WHERE THE SIDEWALK ENDS**

There's No Business Like 20th CENTURY-FOX *Business*

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NEWS

Accurate
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. 67. NO. 86 NEW YORK, U. S. A., THURSDAY, MAY 4, 1950 TEN CENTS

ills to Allow ew Style of heatres Here

sement or Upper Story uses Could Be Built

dical departures in the con- tion of motion picture theatres e five boroughs of New York be allowed if some or all of 2 building code amendments in- ced by Councilman Hugh Quinn ne law, according to an analysis e bills by Myron D. Miller of government affairs department of New York Commerce and Indus- Association.

Additionally, Miller's analysis licates construction of so- led Class III theatres will be bidden hereafter under the ls. That category relates to eatres that are converted m super markets, garages, . There are said to be a num- r of theatres of that con- uction in Staten Island and eens.

(Continued on page 5)

J' to Probe onditions

e to changes in business con- ns throughout the country, W. A. ly, Universal-International sales president, has called a series of rences in the home office of East- division distribution representa- with the first meetings being today and tomorrow.

e Universal sales department will

(Continued on page 4)

rbach Is Elected esident of Ascap

to A. Harbach, writer and com- , charter member of the Ameri- Society of Composers, Authors Publishers, a board member since and vice-president since 1936, elected Ascap president at a ing of the board here yesterday.

(Continued on page 5)

Fabian Quits Arbitration Role; Foresaw Law Suits

Fabian, Estes to Run Pioneers' Dinner

Si Fabian has been named chairman and Bernard Estes, publicity director of the Mid-Century Dinner of the Motion Picture Pioneers, by Columbia Pictures' Jack Cohn, president of the Pioneers. This year's dinner will probably be held in November, at the Waldorf-Astoria Hotel here.

Si H. Fabian, head of Fabian Theatres, yesterday withdrew as arbitrator of the year's first voluntary arbitration action between exhibitors and distributors. The case, evolving from litigation brought over a year ago by Elmwood Theatre Corp. against the five majors, was intended to resolve the pattern of future clearances and availabilities in the Bridgeport-Stratford Conn., area.

The first film industry figure to volunteer to serve as arbitrator of a clearance dispute under the new procedure, Fabian stepped out because he could not be certain that a decision in the case would prevent future litigation. It is understood that withdrawal of the Strand Amusement Co., Bridgeport, as an intervenor was directly responsible for Fabian's resignation.

In a formal statement yesterday,

(Continued on page 5)

Producers' Guild StartsFunctioning; Perlberg President

Hollywood, May 3.—Incorporation papers were filed today at Sacramento by the newly-formed Screen Producers Guild, which completed organization formalities in a series of meetings concluded this week.

William Perlberg, who conceived the idea some months ago and spearheaded the movement which attracted approximately 50 producers to membership, is president, Arthur Freed is first vice-president, Jerry Wald is second vice-president, Sol Siegel is secretary, and Jack Cummings is treasurer.

Membership in SPG, which specifi-

(Continued on page 4)

Felix Sommer Gets Kirby Post at U-I

Felix M. Sommer will take over the major duties formerly handled by the late Charles A. Kirby, who was vice-president of Universal-International Films, it was announced here yesterday by Joseph H. Seidelman, head of foreign operations for U-I. Sommer had been Kirby's assistant.

With Universal International since July, 1946, Sommer worked in the editorial department of Universal studios in 1941 and at the Hal Roach Studios from 1935 to 1940.

Ridge Trust Suit Is Settled Out of Court

Chicago, May 3.—Plaintiff and defendants in the Ridge Theatre anti-trust case have reached an out-of-court settlement, with dismissal of the case from the Federal Court here expected within two weeks. The suit, which had been set for trial on May 24, had been brought by the Benal Theatre Co.

Settlement was effected by the payment of an undisclosed amount which

(Continued on page 5)

Kane Decries TV Threat at NCA Meet

Minneapolis, May 3.—Phonevision is "still only a big maybe" in the entertainment field, Stanley D. Kane, executive counsel, told more than 200 members of North Central Allied at the opening session of their two-day annual convention at the Nicollet Hotel here today.

Kane was one of eight speakers who brought the members up to date on recent developments and cleared the way for the convention's business ses-

(Continued on page 4)

Reservations On Compo Still Stand: TOA

Sundry Qualifications to Be Made at Chicago Meet

Following a meeting here yesterday of top Theatre Owners of America officials, it was indicated that the organization will stand on its previously stated position with respect to the Council of Motion Picture Organizations when the meeting to organize the latter gets underway in Chicago on Monday. Moreover, TOA is expected to emerge from the Chicago meeting with no change in its established attitude, namely, that COMPO will have TOA's endorsement and support—with reservations.

TOA's reservations, it is reported apply principally to the nature of COMPO's financing, but also to the specific activities for the all-industry organization and the composition of its executive structure.

Meanwhile, the industry at large no

(Continued on page 4)

New Divorce Stays Asked

Washington, May 3.—Loew's, Warner Brothers and 20th Century-Fox have asked the U. S. Supreme Court to act immediately to further stay the divorcement and divestiture provisions of the New York Statutory Court decree.

The deadlines for divorcement and divestiture were to have dated from

(Continued on page 4)

Hyndman Heads E-K Motion Picture Sales

Donald Hyndman, manager of the East Coast division of Eastman Kodak's motion picture department, has been promoted to general sales manager of the motion picture department with headquarters in Rochester, N. Y. E. M. Stifle has been named to succeed him in the East Coast post here.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!
THE LAWLESS
A Paramount Picture
"VIVID REALISM, VIOLENT ACTION!"
—Boxoffice
UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

E. J. MANNIX, M-G-M studio production executive, and SAM ZIMBALIST, producer, will sail from here today on the *Ile de France* for Paris and Rome.

•

CHARLES C. MOSKOWITZ, Loew's treasurer and vice-president, is due here May 15 from a vacation at Miami Beach.

•

ARLINE MURIEL BEZAHLER, daughter of JOEL BEZAHLER, M-G-M sales executive, has been elected to the Phi Beta Kappa at Hunter College here.

•

SOL EDWARDS, Selznick Releasing Organization special sales representative, will be in Albany and Buffalo today and tomorrow from New York.

•

W. E. CARRELL, SR., head of the Falls City Theatre Equipment Co., Louisville, has returned to that city from Chicago.

•

TERRY TURNER, RKO Radio exploitation director, has returned to New York from Oklahoma City.

•

A-MIKE VOGEL is in New York from the Coast.

•

JOE JACOBS, Columbia branch manager at Omaha, is celebrating his 20th year with the company.

•

NICK TORNICHIO, manager of the Civic Theatre, Fostoria, O., and MRS. TORNICHIO are the parents of a son.

Set Radio 'Spots' For Palsy Drive

Radio spot announcements urging support of the United Cerebral Palsy Associations' campaign now in progress have been recorded by Bing Crosby, MacDonald Carey, Gloria Swanson, William Holden and Brenda Marshal.

A special five-minute announcement has been recorded by Bob Hope, national chairman of the campaign, and Drew Pearson, radio commentator and columnist, has a series of spot announcements in preparation.

The recordings will be cut and distributed nationally for use throughout the $5,000,000 campaign which continues to the end of May. Exhibitors participating in the campaign are urged to help place the announcements with their local radio stations.

W. B. Promotes Triester

Dan Triester, a member of the Warner home office film buying department, has been promoted to an executive position in the buying department in the Philadelphia zone, by Harry M. Kalmine, Warner Theatres president.

37½-Cent Loew Dividend

Regular quarterly dividend of 37½ cents was declared by Loew's yesterday on the common stock, payable June 30 to holders of record on June 13.

McCarthy Will Seek to Secure Full Italian Film Remittances

John G. McCarthy, managing director of the Motion Picture Association of America's international department, who is now in Rome for conferences with Italian government officials and film producers, will make a serious effort to secure as soon as possible remittance of all American film earnings blocked in Italy, it was indicated yesterday in motion picture export quarters here.

Although the precise amount of frozen U. S. film currency in Italy remains uncertain because it fluctuates so frequently, it is understood to be not large enough to give the Italians an excuse to press for an Italo-American agreement stipulating fractional remittances.

Export executives pointed out here yesterday that the blocked funds in Italy have been drawn upon quite considerably in recent years in the financing of American production in that country. And M-G-M's "Quo Vadis," which is expected to be a multi-million dollar production, will be financed extensively by blocked funds when it goes into production in Italy, it was pointed out. Moreover, it was said that the arrangement of a couple of years ago among the Roman Catholic Church in the U. S., the Italian government and U. S. film companies, whereby frozen motion picture funds were used in the construction of seminary buildings in Rome, resulted in the unblocking of some $3,000,000.

On the other hand, efforts at unblocking U. S. film earnings in Italy through the activities of the World Commerce Corp. were said to have been disappointing. It was said that the latter, which had closed a so-called compensation deal with the MPAA about three years ago, produced encouraging results at the outset but was unable to perform continually in Italy in that vein in behalf of American film companies. The arrangement with the Catholic Church, it was indicated, turned out to be of greater advantage to the U. S. companies.

Equally important business that McCarthy will take up with the Italians concerns threatened legislation there to restrict the importation of U. S. pictures. When he left here on his present European tour, McCarthy was said to be confident that the Italians could be dissuaded from imposing new restrictions.

Fairbanks in London On Production Deal

LONDON, May 3.—Douglas Fairbanks, Jr., has arrived here from Hollywood to star in "Mrs. Drake's Ducks," to go into production at the Walton-on-the Thames studio on May 22. While here Fairbanks is expected to form the British end of a production set-up initiated by himself, Jack Wrather and the Schroeder-Rockefeller New York investment house to make a series of films abroad.

Fairbanks was unwilling to reveal details of the plan, but it is understood the new organization will make from four to six films in its first year. J. Arthur Rank, Fairbanks said, is not connected with the venture.

Terrell to Meet With M-G-M Exploiteers

Dan S. Terrell, M-G-M exploitation director, will hold a series of meetings, starting May 17, with his field representatives. The sessions will follow the general sales conferences to be held in New York, Chicago, San Francisco and Toronto, and future campaigns, particularly in relation to "Annie Get Your Gun," will be discussed.

GPE Lists $61,327 Loss

General Precision Equipment Corp. reports net sales of $4,978,846 for the three months ended March 31, compared with net sales of $6,273,952 for the quarter ended March 31, and the company reports a net loss of $61,327, compared with a profit of $124,779 for the corresponding period of 1949.

Directors of General Precision have declared a dividend of 25 cents per share on the common stock.

5 Go Into Production At 20th-Fox in May

HOLLYWOOD, May 3.—Five pictures are scheduled to go into production at 20th Century-Fox this month, maintaining the highly geared production pace at the Beverly Hills studio.

The pictures are: "Take Care of My Little Girl," produced by Anatole Litvak and Frank McCarthy, to be directed by Litvak; "The Life of Ben Hogan," produced by Sam Engel and directed by Henry King; "For Heaven's Sake," starring Clifton Webb, produced by William Perlberg and directed by George Seaton; "The Man Who Sank the Navy," produced by Julian Blaustein, and "Fourteen Hours," starring Paul Douglas and Richard Basehart, produced by Sol Siegel.

Kelly to Mid-Century

E. Thornton Kelly, former executive secretary of Allied of New Jersey, has become publicity manager for Mid-Century Pictures here.

NEWS in Brief . .

WASHINGTON, May 3.—The bat for color television standards befo the Federal Communications Syste neared its end today as RCA boa chairman David Sarnoff condemn the method proposed by C[illegible]nb Broadcasting with the charge [illegible]t "would earn the scorn of the wor and impose an extra cost of mo than $100,000,000 a year on the Amer can public for adaptation of black-an white receivers."

•

Chicago, May 3. — Following day-long session of individual mee ings between home office executiv and field representatives, branc by branch, Columbia's four-da sales convention at the Drake Hot will conclude tomorrow night.

•

WASHINGTON, May 3.—U. S. Cen sus Bureau officials hope to start r leasing the first figures on the 194 census of exhibitors in about si weeks. The census was taken last yea on the basis of 1948 business.

•

Hollywood, May 3.—Steve Broid president of Monogram and Allie Artists, will leave here at the week end for New York. Following con ferences there next week he wi leave for London, where it is be lieved a long-planned deal for c production activities with Associ ated British Pathe will be finalize

•

A two-month organizational driv will be launched by the Association o Documentary and Television Filr Cameramen, the union's executiv board has announced here.

Mike Simons Gives 'Showmanship' Talk

LITTLE ROCK, May 3.—A discussio of showmanship at the convention o the ITO of Arkansas was led toda by Mike Simons, assistant to H. M Richey, head of M-G-M exhibitor re lations. Material used in the discus sion, which covered all phases of mo tion picture merchandising, was dis tributed to the exhibitors in attendance In its collected form, the materia serves as a promotional and advertis ing handbook for the small tow exhibitor.

10 hrs.
55 min.
AMERICAN
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Lv. Midnight EDT—Ar. 7:55 a.m. PDT

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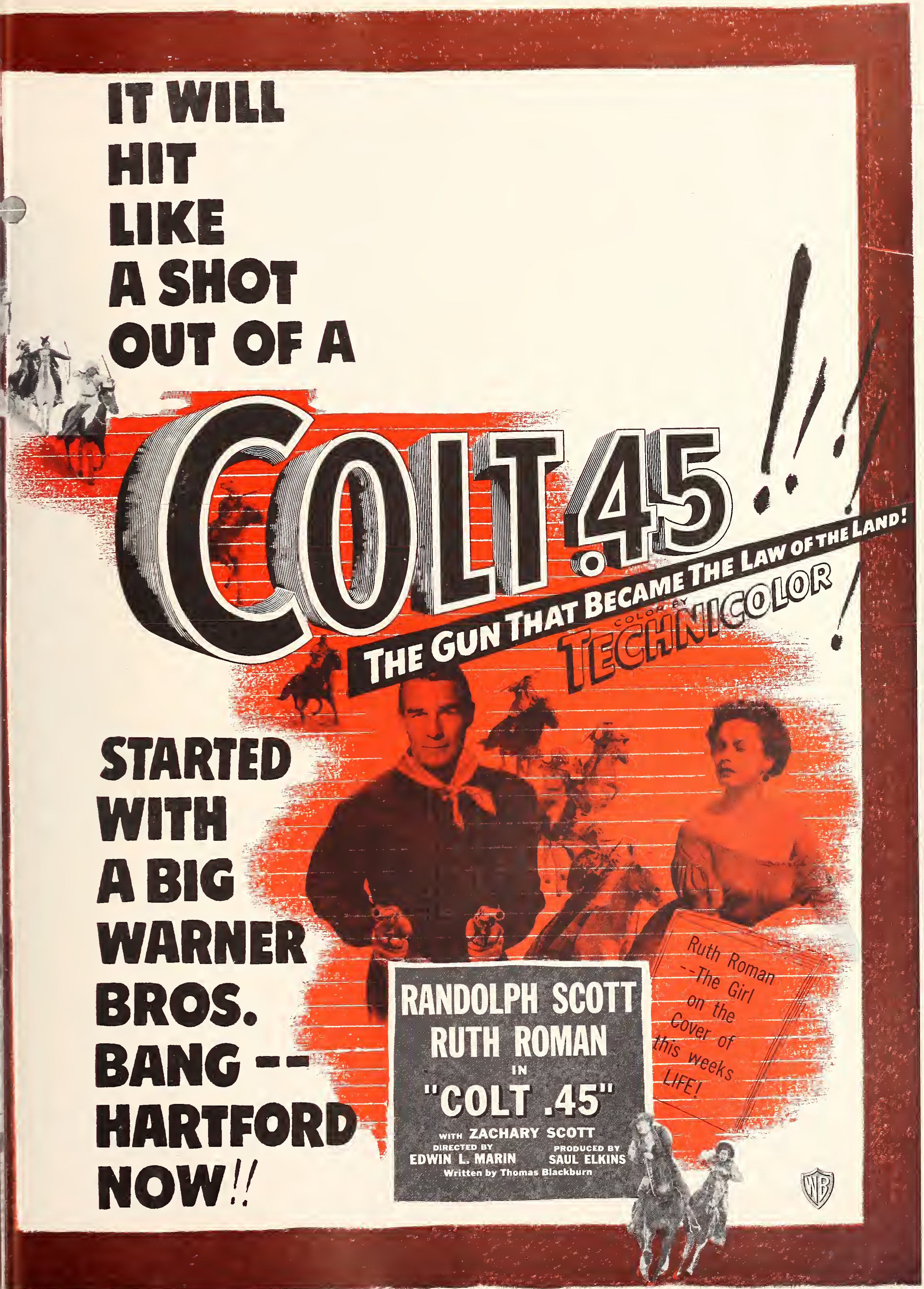


IT WILL
HIT
LIKE
A SHOT
OUT OF A

COLT .45 !!!

THE GUN THAT BECAME THE LAW OF THE LAND!

COLOR BY TECHNICOLOR

STARTED
WITH
A BIG
WARNER
BROS.
BANG --
HARTFORD
NOW!!

Ruth Roman
--The Girl
on the
Cover of
this weeks
LIFE!

RANDOLPH SCOTT
RUTH ROMAN
IN
"COLT .45"
WITH ZACHARY SCOTT
DIRECTED BY
EDWIN L. MARIN
PRODUCED BY
SAUL ELKINS
Written by Thomas Blackburn

WB

Cleveland Critics Aid 'Showmanship'

Cleveland, May 3.—The local Showmanship Campaign Committee's new plan to increase business by a newspaper film critics' award to the best first-run picture of the month bore its first fruit today with the announcement of "The Third Man" as April's winner. The selection, on a point system, was made by Omar Ranney of *The Press;* W. Ward Marsh, *Plain Dealer,* and Arthur Spaeth of the *News* in cooperation with campaign committeemen Frank Murphy, Loew's division manager; J. Knox Strachan, Warner publicity director, and Leonard Greenberger, Fairmount Theatre manager.

Now Philippines May Cut Remittances

U. S. film industry is facing the possibility of another foreign market set-back with a new bill proposed by the Philippines legislature which would place a limitation of about 50 per cent on dollar remittances on a wide range of products, including motion pictures, it is learned here.

The Motion Picture Association of America, which has representation in Manila, will protest the measure to the U. S. State Department.

TOA Stand on COMPO

(*Continued from page* 1)

longer appears to regard trade practices as a COMPO issue in view of publication yesterday of M-G-M distribution vice-president William F. Rodgers' statement that he will do no more than call the Chicago meeting's attention to the need for COMPO to engage in trade practices. It had been expected that he would submit a formal resolution calling for by-law amendments that would commit COMPO to the establishment of arbitration machinery, thereby making it an issue. Neither he nor anyone else is expected to press for such action now, however.

Mention Candidates

With the Chicago meeting only a few days away names of individuals believed to be particularly well qualified to hold the presidency of the new organization are being mentioned with increasing frequency. Among these are Ned E. Depinet, who has been serving as chairman of the organization pending its formal establishment; Robert J. O'Donnell, who declined to accept another term as international chief barker of Variety Clubs, and Arthur Mayer, whose background includes, in addition to distribution and exhibition activity, service for the U. S. government in overseas areas during and after World War II and important posts with the industry's War Activities Committee.

Yesterday's TOA meeting was attended by Gäel Sullivan, S. H. Fabian, Herman Levy, Leonard Goldenson and Robert W. Coyne, the last-named representing Ted R. Gamble. Prior to the meeting Sullivan, executive director, polled other TOA leaders by telephone and wire for opinions relating to the stand the exhibitor organization should take on various subjects at the Chicago meeting.

TOA has gone on record as opposed to a $600,000 budget for COMPO, on the ground that such financing is too high. It was reported yesterday that not only does TOA want "a modest program and modest financing," as previously stated, but it will urge at the forthcoming meeting that COMPO function on a project-by-project basis rather than on any overall program. TOA reportedly will seek to have COMPO activities approved and financed individually before being undertaken, it was said.

The Chicago meeting is expected to feature a report by Abram F. Myers, chairman of the COMPO tax committee, which waged the fight for repeal of the 20 per cent Federal admissions tax. Myers is on record as favoring a continuing battle until total repeal, rather than 50 per cent reduction, has been won. Some of the COMPO-member organizations appear to be in agreement with Myers on this. However, there also is strong sentiment for considering the tax fight a victory with the House Ways and Means Committee's approval of the 50 per cent cut, the reasoning being that "half-a-loaf is better than none." Many TOA stalwarts are in the latter corner.

New Divorce Stays

(*Continued from page* 1)

Feb. 8, the effective date of the decree. This was pushed back to May 8 when the three companies appealed to the high court. It is now apparent that the Supreme Court will not have acted on the appeals by that date, the cases not even having been docketed at the court as yet. Accordingly, the companies have requested a stay of the effective date until the court decides whether or not it will hear the appeals.

The Justice Department is inclined to oppose the request for a further stay, and the matter is further complicated by the fact that Justice attorney Philip Marcus, in charge of the case, entered the hospital today for possibly as much as a week of observation. The Department may ask the high court to hold off action on the new request for another week or 10 days. If Justice does make such a request or opposes the companies' pleas, the matter will probably be assigned to one of the high court justices for an immediate decision.

Producers' Guild

(*Continued from page* 1)

cally will not function as a bargaining agency but will concentrate on public relations and matters affecting industry harmony and welfare, is open to any producer gainfully employed who has produced three or more feature pictures and to short subject and cartoon producers who have made six or more subjects. First official meeting of the SPG will be held on May 6 in Chasen's Restaurant.

UK Finance Bi Eases Tax on Stage Shows Onl

LONDON, May 3.—Exhibitors to a dim view of the theatre admissi tax concession contained in [illegible] te of the British finance bill, [illegible]sh today, which provides relief only f combination film-stage shows. Whe a quarter of the total program co prises "live" entertainment with t remainder in films, the tax will levied in the proportion of two-thir at the full rate and one-third at t rate applying to stage plays.

Exhibitors here still feel that Cha cellor of the Exchequer Sir Staffo Cripps has given them the brusho pointing out that M-G-M's Empi here is virtually the only theatre cu rently likely to benefit. At least per cent of the country's theatres a not even equipped for stage shows.

The admission tax here is 38 p cent on films and about five per ce on stage plays.

Meanwhile, it is learned that J. A thur Rank has plans to convert so of his film theatres into legitima houses to avoid the high tax. A r vival of the "Annie Get Your Gu stage company will open at one Rank's outer London houses soon.

NCA Meet

(*Continued from page* 1)

sion tomorrow. Snow and sleet storr throughout the upper Midwest cut a tendance at the opening session.

Pointing out "obvious weaknesse of Zenith Radio's plan for televisi of film product, Kane minimized th threat of disaster to the independe theatre owners. He was supported his view by Trueman T. Rembusc president of Allied States Associatio

H. M. Richey of M-G-M, a memb of the COMPO committee on tax tion, urged North Central Allied intensify its fight to win total elimin tion of the 20 per cent Feder amusement tax. Richey agreed wi Benjamin N. Berger, North Centr Allied president, who said that the per cent reduction passed by Congre was "not satisfactory" and that Nort Central Allied would support an al out drive for repeal.

The convention heard a report the year's activities by Berger and discussion on public relations by Le J. Bamberger, RKO Radio sales pr motion chief. A panel discussion drive-in theatres and a report on th Legion of Decency completed th afternoon program.

Members were to meet after lunc tomorrow for a discussion on fil buying practices, committee repor and elections of officers.

'U' to Probe

(*Continued from page* 1)

analyze business conditions in eac individual situation in all respectiv branches throughout the country.

The meetings today and tomorrow will be attended by D. A. Levy, Ne York; E. Myer Feltman and To Donaldson, Boston; Arthur Green field, New Haven; George Schwart and Joe Leon, Philadelphia; Harr Martin, Washington, and John J Scully, district manager. Home offic executives attending, in addition t Scully, will be A. J. O'Keefe, C. J Feldman, James J. Jordan and J. B Huber.

WARNER BROS.' TRADE SHOW MAY 8th

RANDOLPH SCOTT · RUTH ROMAN
COLT .45
COLOR BY TECHNICOLOR
WITH ZACHARY SCOTT
DIRECTED BY EDWIN L. MARIN
PRODUCED BY SAUL ELKINS WRITTEN BY THOMAS BLACKBURN

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.
BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.
BUFFALO
Paramount Screening Room
464 Franklin St. • 2.00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2.00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2.00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Paramount Screening Room
1125 High St. • 12 45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1·30 P.M.
LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2.00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2.00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2.00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.
PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd of Allies • 1.30 P.M.
PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.
SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1.30 P.M.
SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10.30 A.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

champagne
for
caesar

We've marked it "top box office" for the 8,000,000 teen-age girl movie market... for 2,500,000 teen-age readers of **seventeen's** Movie Reviews. We've named it **Picture of the Month** in May... best entertainment in terms of form, content and sincerity of purpose.

seventeen's picture of the month

seventeen
THE SERVICE MAGAZINE
FOR HIGH-SCHOOL GIRLS

Review

"Rock Island Trail"

(*Republic*)

IN "Rock Island Trail," Republic offers a roisterous, colorful outdoor film which more than compensates in action for what it lacks in story values.

With Joseph Kane as the director and Paul Malvern as associate producer, it has plenty to recommend it, especially for the grass-roots situations. Cast includes Forrest Tucker, Bruce Cabot, Chill Wills, Adele Mara, Adrian Booth and Jeff Corey. The story depicts the romance and drama of railroad building in the West, despite the riotous objections of Indians, and sabotage by the steamship and stage coach interests, who stood to lose when the railroad went through. It is photographed in Trucolor.

Tucker makes his Reed Loomis a rough-and-ready figure who is not afraid of a fight with his enemy, Cabot, or with anyone else opposing him. Cabot, too, is properly villainous.

The story, however, has little originality. Tucker is chief construction engineer for the Rock Island Railroad. His ambition is to push the line ever westward. Cabot, who runs a steamship line, opposes this and tries to sabotage the attempts. Tucker, nevertheless, keeps extending the line, bridges the Mississippi, and influences the government and bankers to aid him. Eventually, he wins his point, and also Miss Mara, a banker's daughter, who originally was engaged to Cabot.

Indian fights, destruction of a bridge by Cabot and bar-room brawls provide excitement and are well staged. Wills as a gnarled engineer working with Tucker is excellent. Grant Withers plays the girl's father, and it is nice to see him back again. Miss Mara as Tucker's girl, and Miss Booth as an Indian princess, are satisfactory, and so is Corey in the minor role of Abraham Lincoln, presented as a struggling lawyer.

The screenplay, by James Edward Grant, is based on a novel, "The Yankee Dared," by Frank J. Nevins.

Running time, 90 minutes. General audience classification. For May release.

Fabian Quits

(*Continued from page* 1)

Fabian declared: "When I was first approached to act as arbitrator in this matter, I accepted, having in mind that this would prevent another lawsuit in the industry. I also had hoped that possibly a pattern might evolve in this arbitration which could be extended to other situations and thereby relieve our industry of some part, at least, of government by the courts.

Sees 'Chain Reaction'

"The contemplated arbitration, however, accomplishes none of these objectives. Clearance has a tendency to have a chain reaction and any decision which might be made in regard to these three theatres (Hi-Way, Stratford and Barnum) will undoubtedly affect other theatres in the city of Bridgeport. These other theatres, not being subject to the award of this arbitration, will then undoubtedly, if dissatisfied, go to court so that court action has not been eliminated."

Stating that he was declining to act as arbitrator for these reasons, Fabian added that he is "still most willing to act" if all theatres which might possibly be affected are parties. He said he still believes strongly that arbitration can settle almost all of the disputes that arise in the operation of the motion picture business. "I believe just as strongly that unless arbitration of some sort is not adopted by all members of our industry, we can never realize the full potential of our business," he added.

Seek Another Arbitrator

Monroe E. Stein, counsel for Elmwood, said yesterday that he and other attorneys involved in the case are hopeful that another arbitrator with a motion picture industry background can be found if Fabian does not return to the case.

The initial hearing in the case, which Fabian had scheduled for yesterday at the American Arbitration Association office here, was tentatively postponed to May 17. Now that date no longer stands, it was indicated. AAA was to "administer" the case and provide appeal personnel.

Bills to Allow

(*Continued from page* 1)

Under the bills, which Miller said are expected to be passed by the City Council in about two months, motion picture theatres may be constructed in the future to (1) allow for their being situated either above or below street level, and (2) accommodate building stories over the stage and auditorium. In both instances, however, adequate provision must be made for exits.

Thus, according to Miller, it will be possible hereafter to locate a public picture or legitimate theatre on any floor of a new skyscraper. Or it will be possible to construct a theatre in the basement of a new building.

Miller explained that with the elimination of Class III theatre construction, there will be allowed in Greater New York only the building of theatres in Classes I and II. A Class I house is described as fireproof, while a Class II theatre is identified as "one of fire resistant construction." Class III houses are fire resistant, although prior to conversion they may not have been. The committee that assisted Quinn in the drafting of the bills was of the opinion that Class III construction could be eliminated since "it is just as cheap to build a Class II house," according to Miller.

Ridge Trust Suit

(*Continued from page* 1)

covers not only the Ridge claim, but also claims of other theatres operated by the plaintiff, the Bartelstein Circuit, which are the Elmo, Newberry, Standard, Oakley, Annetta and "152" theatres.

Harbach Is Elected

(*Continued from page* 1)

He succeeds Fred Ahlert who served two one-year terms.

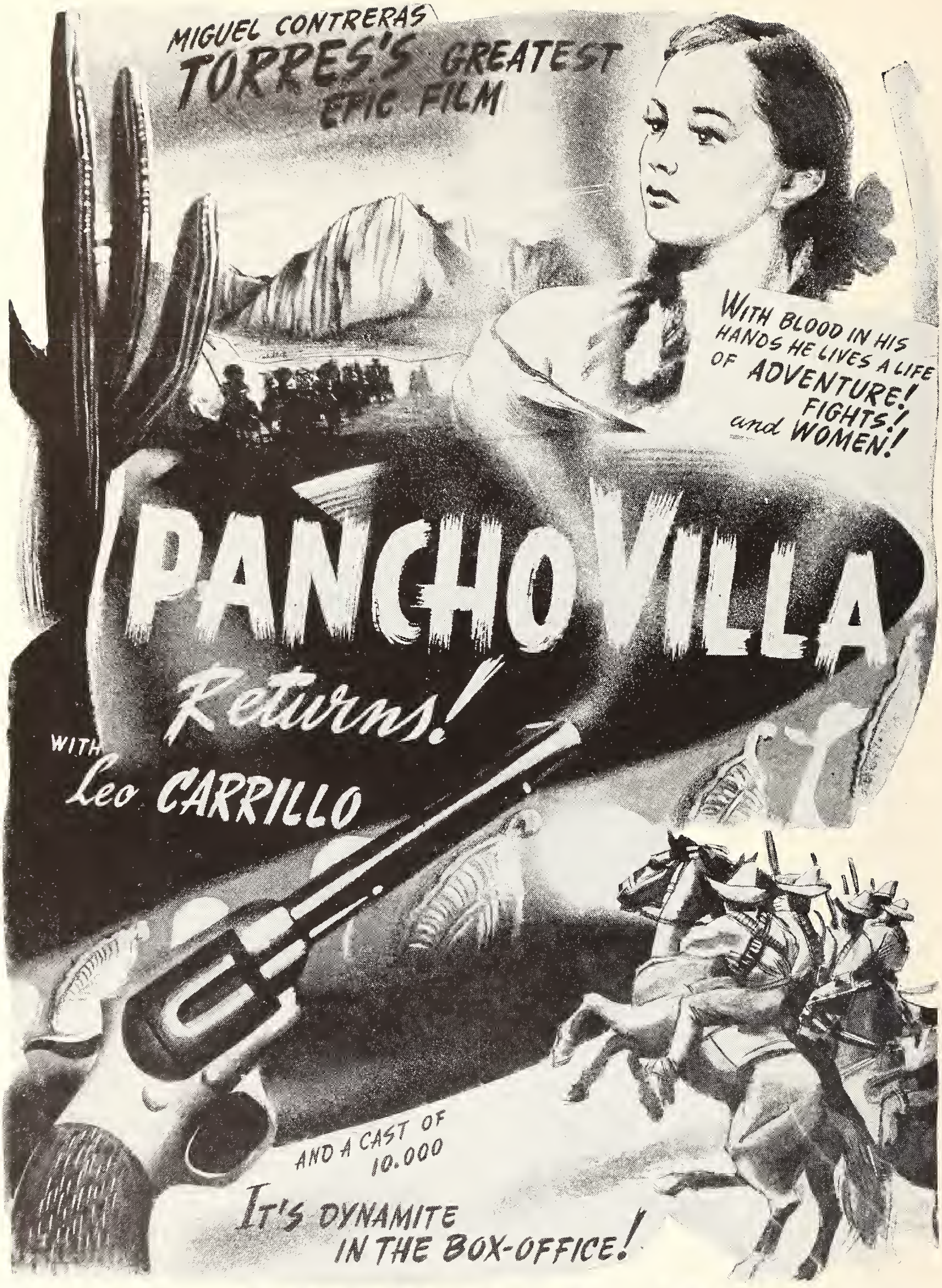
Other officers are: Oscar Hammerstein and Saul Bourne, vice-presidents; George W. Meyer, secretary; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary; Frank H. Connor, assistant treasurer.

champagne
for
caesar

Much obliged, **seventeen!** We hope our exhibitors tell teen-agers that this is your **Picture of the Month** in May... that your editor calls it "a buoyant show that will brighten your eye with joy." Starring Ronald Colman and co-starring Celeste Holm, directed by Richard B. Whorf, produced by George Moskov.

seventeen's picture of the month

A HARRY M. POPKIN
PRODUCTION RELEASED THRU
UNITED
ARTISTS


MIGUEL CONTRERAS TORRES'S GREATEST EPIC FILM
WITH BLOOD IN HIS HANDS HE LIVES A LIFE OF ADVENTURE! FIGHTS! and WOMEN!
PANCHO VILLA
Returns!
WITH Leo CARRILLO
AND A CAST OF 10.000
IT'S DYNAMITE IN THE BOX-OFFICE!

WORLD PREMIERE MAY 11th

AZTEC THEATRE—San Antonio, Texas

May 14th—MAJESTIC THEATRE, Brownsville, Texas

May 23rd—PLAZA THEATRE, El Paso, Texas

May 29th—KIMO THEATRE, Albuquerque, New Mex.

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MOTION PICTURE DAILY

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67. NO. 87 NEW YORK, U. S. A., FRIDAY, MAY 5, 1950 TEN CENTS

upreme Court o Hear Pleas or New Stays

istice to Oppose WB, ew, 20th-Fox Motions

Vashington, May 4.—Supreme urt Justice William O. Douglas l hear argument next Friday on motion of Loew's, 20th Cen-Fox and Warner Brothers for urther stay in the effective date the divestiture and divorcement visions of the New York Statutory rt decree.

he argument was made necessary n the government notified the rt that it would oppose the comies' applications. Justice Jackson inarily would hear motions involv-New York cases but he always

(Continued on page 4)

ank Firm on tudio's Close

By PETER BURNUP

outhampton, England, May 4.—ess the British amusement tax is nately abated J. Arthur Rank will y out his previously announced is to either close or lease his Den- studios, retaining his Pinewood lios for his own use, the producer

(Continued on page 2)

Paramount Elects Weitman, Hyman

Robert M. Weitman and Edward L. Hyman have been elected vice-presidents of United Paramount Theatres.

Weitman started in the Paramount Managers' Training School, in 1926, eventually becoming managing director of the Paramount Theatre and more recently assumed the additional duties of a top Paramount circuit executive. Hyman joined Paramount in Detroit in 1940.

Fight Tax or 'I'll Quit' Compo Committee: Myers

Washington, May 4.—Abram F. Myers, general counsel of Allied States Association and chairman of the Council of Motion Picture Organization's tax committee, said today he would not continue on the committee if the Chicago COMPO meeting on Monday decides to drop the fight for complete repeal of the 20 per cent Federal admission tax.

"This is no threat," he said. "The industry doesn't lack for talent. I merely state a rather obvious situation. The tax committee's authority ends when COMPO is formally organized. I don't know if there'll be any disposition to continue it. If there is, the membership of that committee will depend on COMPO's policy on tax repeal. If there is any retreat from the present policy of the committee, those members who fought for repeal must be retired."

Myers, who will leave here for Chicago over the weekend, refused to discuss other aspects of the meeting, declaring that "the success of the meeting has already been jeopardized by too many people talking in advance." He pointed out that Allied

(Continued on page 3)

Harmon Not in Compo Race

Francis Harmon, Motion Picture Association of America vice-president, is not available as a candidate for executive vice-president of the Council of Motion Picture Organizations, the paid administrative post in the proposed all-industry organization scheduled to be set up in Chicago on Monday.

Information to that effect has been received by member groups which will send representatives to the Chicago meeting, it was learned yesterday. Harmon, who headed the industry's War Activities Committee, had been mentioned frequently as a likely candidate for the COMPO post.

Names of numerous industry people have been mentioned as probable candidates but indications are that none will be carried to the Chicago meeting with anything resembling

(Continued on page 4)

ITOA Renominates Officers; To Add 2

In view of the Independent Theatre Owners Association's expanding activities, the bylaws were amended at a meeting at the Hotel Astor here yesterday to permit the election of two additional vice-presidents. All officers nominated yesterday were uncontested, with Harry Brandt nomi-

(Continued on page 3)

MPAA Seeking More Dollars from Japan

Washington, May 4.—A step-up in the Motion Picture Association of America's efforts to get more dollars from Japan was indicated today as MPAA president Eric Johnston met here with Japanese Secretary of the Treasury Hayato Ikeda and his top assistant Keech Miyasawa. They may meet again next week

Also, MPEA general manager Irving Maas is leaving May 15 for Japan to inspect MPEA operations there.

NCA Ends 'Truce' With Distributors

Minneapolis, May 4.—North Central Allied closed its two-day session here today with an open declaration of war on major film distributors who attempt to enforce compulsory percentage and conditioned buying in the sale of product.

Benjamin N. Berger, president,

(Continued on page 4)

Chicago Ordinance Is Virtual Drive-In Ban

Chicago, May 4.—The City Council has enacted an ordinance which substantially bans construction of drive-in theatres within the Chicago city limits due to its highly restrictive requirements. One portion stipulates that "no part of any open-air drive-in theatre shall be located closer than 2,000 feet to the boundary of any district zoned for residential use. It also forbids the screen to be visible from vehicles on any nearby street.

Cinerama May Widen Vistas For Exhibition

Rental Equipment Would Raise Admission Prices

By CHARLES L. FRANKE

Huntington, L. I., May 4.—Cinerama, the new, Rockefeller-financed projection process, was demonstrated here today to trade press representatives. It could completely revolutionize the projection end of the motion picture business beginning early next year if the plans of the development's sponsors materialize.

The new process would (1) substitute rental of projection equipment to theatres for outright sale, (2) double the num-

(Continued on page 4)

TVA Sets Pay Scale Terms

Terms for the first code of wage scales and working conditions covering performers in television were taken up yesterday by Television Authority, representing the chorus, radio, variety and some actors' guilds, and the major networks and advertising agencies in a meeting here follow-

(Continued on page 4)

Skouras, Balaban on Boston's Honor List

Boston, May 4.—The local Chamber of Commerce in conjunction with the Boston Jubilee Committee will honor 50 of the nation's industrial leaders at a luncheon at the Copley Plaza here on May 18, including Barney Balaban, president of Paramount, and Spyros P. Skouras, president of 20th Century-Fox.

They will be honored for "extraordinary achievement in the field of public service."

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

THE LAWLESS
A Paramount Picture
DREW PEARSON PREDICTS FAME FOR IT!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ELLIS ARNALL, Society of Independent Motion Picture Producers president, is in Atlanta from Hollywood and is due here on Monday.

•

EDWARD O'CONNELL, JOHN O'CONNELL and JOSEPH FARRELL, all members of IATSE Local No. 74 at New Haven, were honored at a midnight dinner Wednesday which observed the 50th anniversary of the New Haven unit.

•

TRUEMAN T. REMBUSCH, president of Allied States, has been named Notre Dame Man of the Year for 1950 by the Indianapolis Notre Dame Club.

•

MIKE SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, returned here yesterday from Little Rock, Ark.

•

ED STEVENS, president of Stevens Pictures, Atlanta, is in New York from that city.

•

AL MARGOLIES, industry publicist, has returned here from London.

Monogram Reissues 'Rascals' Comedies

Monogram will release "Little Rascals," reissues of the old comedies produced by Hal Roach some 20 years ago, featuring youngsters Jackie Cooper, Dickie Moore, "Farina," Mary Kornman, Joe Cobb, "Spanky" McFarland, Jackie Condon, Sunshine Sammy and Mickey Daniels. "Bedtime Worries," one of the 26 subjects, is now playing the Astor Theatre, New York.

The others are: "The First Seven Years," "Love Business," "Little Daddy," "Bouncing Babies," "Pups Is Pups," "Big Ears," "Cat, Dog and Company," "Dogs Is Dogs," "School's Out," "Helping Grandma," "Boxing Gloves," "Birthday Blues," "Readin' and Writin'," "A Lad and a Lamp," "Small Talk," "Forgotten Babies," "Mush and Milk," "Hook and Ladder," "Fast Freight," "Wild Roses," "Kid from Borneo," "For Pete's Sake," "Mama's Little Pirate," "The First Roundup," "Mike Fright."

Torres in Texas City For 'Villa' Premiere

SAN ANTONIO, May 4.—Miguel Contreras Torres, Mexico City producer-director, has arrived here to make arrangements for the world premiere of his film, "Pancho Villa Returns," which will be held here next Thursday at the Astor Theatre.

Leo Carrillo, star of the picture, will be on hand for the premiere, Torres said, and will lead the local Charro Club in a mock attack.

'March of Time' Is Cited

At a dinner-meeting of the Education Writers' Association held in Washington last night a special citation was given to March of Time's "The Fight for Better Schools" for "effective portrayal of the problems of education with suggestions for their solution."

More 'Controversial' Themes Go on Pine-Thomas Schedule

William Pine and William Thomas, Paramount producers of action pictures, will be taking on more controversial drama themes in addition to the more or less standard type of plot in their future output, Pine said here yesterday. Their first, "The Lawless," which is now awaiting release, concerns American agricultural workers of Mexican extraction.

Pine said he has other story properties concerning racial problems and the like and hopes to put them in work shortly, pending approval of the Paramount production board. Racial subjects, Pine said, give the writer, producer and others "more substance, more to work with."

He said he will recommend special marketing of "Lawless," with long initial runs at smaller houses to be followed by regular circuit bookings.

Pine came here from Houston, where the premiere of the Pine-Thomas production of "Eagle and the Hawk" was held Wednesday night. Thomas also attended the opening in company of an eight-member troupe of performers, including John Wayne and William Bendix, and all will tour Dallas, Fort Worth, New Orleans, Atlanta, Baltimore, Indianapolis and San Francisco for other openings.

The team has just completed "Tripoli" and will place "Passage West" and "Crossroads" before the cameras later this year.

Production costs still are too high for the present market, Pine said, but producers are moving toward the solution by way of cutting shooting time and avoiding material which ordinarily winds up on the cutting room floor, among other measures. Cutting salaries is not the answer, he added.

Ship Palsy Trailer Over the Weekend

The trailer for the current United Cerebral Palsy Association's campaign to help provide facilities for the training and correction of the 500,000 afflicted Americans, most of them children, will be shipped with the next issues of all five newsreels this weekend.

The two-and-one-half-minute trailer, made by Paramount and featuring Alan Ladd and William Demarest, will be shown next week in several thousand theatres in addition to the more than 7,000 which have enlisted for complete UCPA campaign activities. The trailer contains a general appeal for public help in achieving the $5,000,000 campaign goal.

Rank

(*Continued from page* 1)

said here today upon his arrival from the U. S.

The Denham studios are entirely dark at present and Pinewood studios are being used only by independent producers with no distribution deals with Rank.

Tax adjustments made in the government's new finance bill for combined stage and film shows will not mean a swing to stage presentations, Rank said, apparently unaware that plans have been announced to switch four of his largest houses to a vaudeville policy.

Rank announced that he made agreements while in America to produce films here on a "split cost" basis with "three or four Hollywood companies, including Paramount." He mentioned no specific projects except the film "Trio," a sequel to Somerset Maugham's "Quartet," which is now approaching completion and will be released in the Western Hemisphere by Paramount.

The producer reiterated that in the event of a tax reduction he is prepared to resume full production.

Hiram S. Brown, 67, Once RKO President

CHESTERTON, Md., May 4.—Col. Hiram Staunton Brown, 67, president of RKO and Radio Pictures from 1929 to 1933, investment banker and utilities executive, died here today at his retirement home on the Eastern Shore. Brown, who was under treatment for a nervous condition, killed himself, according to Dr. Frank W. Smith, medical examiner.

The widow and a son, Hiram S. Brown, Jr., a producer in Hollywood, survive.

Azteca to Distribute 8 to 12 Nationally

HOLLYWOOD, May 4.—Axteca Films, Inc., which for 20 years has confined itself to supplying Spanish and American product to Spanish-language theatres, will immediately expand to include national distribution of from eight to twelve features annually to art theatres and principal circuits.

"Madness of Love," Spanish-produced feature now in its American premiere engagement here, will be first subject offered nationally under the new policy, with all films thus offered carrying English captions. Films to follow are "The General and Senorita," "Nail," "Loyola," "Rancho Grande" and "The Sinner."

Frank Tichenor, 69, Early Film Leader

Frank A. Tichenor, 69, who as president of the General Film Corporation until 1919 headed one of the largest industry firms of the time, died at his home in Greenwich, Conn., yesterday. After forming the Eastern Film Corporation in 1919, Tichenor worked with Lee De Forest on a sound films invention, but in later years turned to publishing.

The widow and a son survive.

NEWS in Brief . .

BOARD of directors of the Met politan Motion Picture Theat Association yesterday adopted a re lution favoring the observance, work holidays, of Monday, May (the day before Memorial Day) a Monday, July 3 (the day before In pendence Day) for long week holidays.

•

Washington, May 4.—The W ington area is slated to go on d light saving today. The Sen has passed and the president signed a bill authorizing the d trict of Columbia commission to put fast time into effect.

•

National Labor Relations Board gional director Charles Douds yest day dismissed IATSE's petition an election among the white col workers of Monogram's exchange h to determine whether Screen E ployes Guild (UOPWA), incumb union, has a legitimate claim to shop.

•

Hollywood, May 4. — Sar Churchill, British actress and t daughter of Winston Churchill, h been signed by M-G-M to appear "Royal Wedding," opposite Fr Astaire.

•

DETROIT, May 4.—Realart presid Jack Broder, is selling the four maining theatres he has here, last the Broder Circuit which he built over the last 12 years.

•

HOLLYWOOD, May 4.—Paramount taken up its option on Irving Ash as producer for another year. Ash is now making "Beyond the Sunse

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
"NO SAD SONGS FOR ME"
starring
MARGARET WENDELL VIVECA
SULLAVAN · COREY · LINDFORS
A Columbia Picture
Plus Spectacular Stage Presentation

Paramount presents
BARBARA JOHN
STANWYCK · LUND
in NO MAN OF HER OWN
with JANE COWL
A MITCHELL LEISEN production
IN PERSON
JERRY COLONNA
BUDDY RICH
And His Orchestra
BUNNY BRIGGS
THE AMES BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Montgomery Paul
CLIFT · DOUGLAS
The BIG LIFT
20
RIVOLI
B'WAY AT 49th ST

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'eviews

ıe Asphalt Jungle"

o-Goldwyn-Mayer) *Hollywood, May 4*

-TOWN crime and criminals, their associates innocent and guilty, inclu- ve of corrupt police, have seldom if ever been microscoped so vividly, ingly and mercilessly as in this John Huston production, based on a by W. R. Burnett. The lives of seven principal social deviates, instead usual one or two, are probed deeply and pitilessly in the course of a that skips the customary concessions to nicety in apparent determination w that even the most expertly conducted and superficially successful ot only does not pay but is an ugly business conducted by persons criminality is but one of their many ugly characteristics.

a grim, tense, sordid story presented with great determination and less conviction. It's commercial fate appears to rest on the state of the 's appetite for this type of film at the time of its exhibition and on the power of a powerfully effective cast, headed by Sterling Hayden, Louis rn, Jean Hagen, James Whitmore, Sam Jaffe and John McIntire.

ducer Arthur Hornblow, Jr., manifestly chose his players to fit the nely colorful roles they were to play, rather than for marquee mag- ı, and Huston dedicated himself similarly to obtaining clinching realism direction and in the script he co-wrote with Ben Maddow. Both men regarded the story as the prime consideration, and their telling of it skillful that the narrative remains at all times unobscured by the many ful performances turned in by the players.

scene is any big city, the time is now. Jaffe portrays a notorious burglar eleased from prison who has perfected plans for robbing a famous y house of a million dollars' worth of gems but needs financial back- d expert manpower. Calhern, a reputedly wealthy lawyer; Marc Law- his underworld agent; Hayden, a muscular small-time crook; Whit- an accomplished get-away man, and Anthony Caruso, a talented safe- er, join up with Jaffe in the undertaking, which is momentarily success- t begins to fall apart when Calhern attempts to doublecross the others. y, Barry Kelley, a dishonest police officer who has been taking bribes Lawrence, is called on the carpet by his superior and, to save his job, Lawrence to make a confession, following which the others are brought tice or, in some instances, death. Jean Hagen and Marilyn Monroe figure story as associates of Hayden and Calhern.

ning time, 113 minutes. Adult audience classification. Release date, t.

WILLIAM R. WEAVER

ıe Admiral Was a Lady"

ury-United Artists)

R ex-Airforce comrades who manage to avoid employment with rare npetence and a pretty, erstwhile Wave engage in a number of breezy y situations over a large portion of "Admiral Was a Lady." It's fairly ous hokum, briskly played by Wanda Hendrix as the Wave and Ed- O'Brien, Steve Brodie, Johnny Sands and Richard Erdman as the me. Rudy Valee has a zany part as the "juke-box king" who is out rry his divorced wife, Hillary Brooke, apparently to recoup his ali- payments.

iously, "Admiral" departs from its pursuit of laughs (where its score p to requirements) to dish out some true-romance type of fiction in all concerned have enough weighty problems to qualify for a atrist's couch on a full-time basis. The switch just does not figure. the film has for its introduction a few newsreel shots (troops returning states, etc.) which only serve the purpose of adding to the running

the story goes, Miss Hendrix appears to be let down by her fiance, ever actually appears in the film. She encounters the forever-idle quartet drawing their unemployment checks and the boys attempt to bring her er illusive man together. Also, she is introduced to their ways and of substituting ingenuity for money. They live in an abandoned bar- decorated in the modern manner, dine at a smart aquatic club where an (who cannot swim) is supposed to be a lifeguard, etc. It is no se that the ending finds Miss Hendrix and O'Brien in the big embrace. miral" is the first production by Albert S. Rogell and Jack M. Warner. directed, from an original story and screenplay by Sidney Salkow ohn O'Dea. Edward Lewis co-produced.

ning time, 87 minutes. General audience classification. For August re-

GENE ARNEEL

ht Tax: Myers

(Continued from page 1)

l COMPO with reservations, at the Allied delegation at Chi- vould do all it could to support O, subject to those reserva- He said he did not believe any delegates at Chicago have any l authority, declaring that each te is acting subject to reserva- or policies of their governing

e is very little chance of the an plan to penalize stars public- d in ill repute or any similar al breaking at Chicago, Myers s, as top producers have as- Senator Johnson they will act.

ITOA Meeting

(Continued from page 1)

nated president for the 17th consecutive time.

Other nominations were: David Weinstock, first vice-president; Max A. Cohen, second vice-president; William Namenson, third vice-president; Julius Sanders, fourth vice-president; Leon Rosenblatt, treasurer; J. Joshua Goldberg, secretary; John C. Bolte, Jr., sergeant-at-arms. Rudy Sanders was elected an honorary life member. Sanders was a member of the board of directors for 18 years.

Herman Stern, owner of the Mermaid Theatre in Brooklyn, was announced as a new member.

Palsy Collections Authorized by ITOA

Breaking a precedent, the New York Independent Theatre Owners Association meeting here yesterday passed a resolution authorizing audience collections in member theatres for the Cerebral Palsy Drive in conjunction with the showing of the Alan Ladd trailer.

The move required waiving of a standard organization rule of one health week collection each year.

Martin in New Quarters

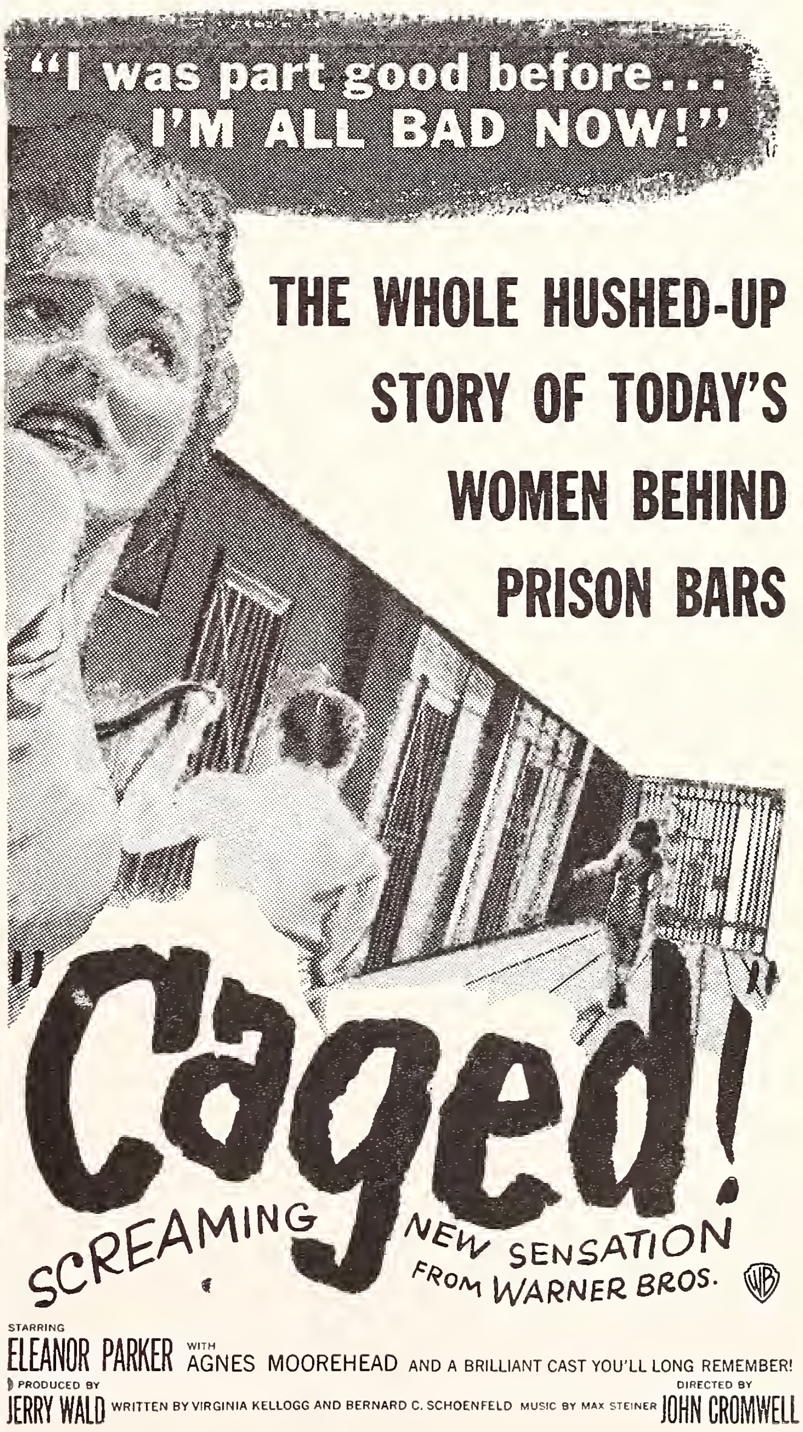
Ralph Martin, who represents the magazine *Seventeen* in the motion picture industry, is in new quarters here, at 488 Madison Avenue, new location of the Triangle Publishing Co., which publishes *Seventeen*.

Para. Widens Owen's Area

Six branches have been added to the nine already under the supervision of the Eastern-Southern division headed by Hugh Owen, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The branches, which were formerly administered in Cleveland by the late Harry H. Goldstein, Mid-Eastern division manager, include Cleveland, Cincinnati, Detroit, Philadelphia, Pittsburgh and Washington. Owen will supervise all 15 branches from his New York headquarters. The nine original branches in the Eastern-Southern division are: New York, Albany, Atlanta, Boston, Buffalo, Charlotte, Jacksonville, New Haven and New Orleans.

All branch managers will continue in their positions.


"I was part good before... I'M ALL BAD NOW!"
THE WHOLE HUSHED-UP STORY OF TODAY'S WOMEN BEHIND PRISON BARS
"Caged!"
SCREAMING NEW SENSATION FROM WARNER BROS.
STARRING ELEANOR PARKER WITH AGNES MOOREHEAD AND A BRILLIANT CAST YOU'LL LONG REMEMBER!
PRODUCED BY JERRY WALD
WRITTEN BY VIRGINIA KELLOGG AND BERNARD C. SCHOENFELD
MUSIC BY MAX STEINER
DIRECTED BY JOHN CROMWELL

7 N. Y. Congressmen Continue Tax Fight

Metropolitan Motion Picture Theatres Association's telegrams to New York's 24 members of Congress urging continued efforts to eliminate the 20 per cent admission tax entirely, already has brought seven replies, all pledging full support, D. John Phillips, MMPTA executive director, reported here yesterday.

Supreme Court

(*Continued from page* 1)

has disqualified himself from any action in the Paramount case. The matter was assigned to Douglas apparently because he wrote the original Paramount case opinion.

Under the New York court decree, the defendant companies must submit plans on divorcement and divestiture and carry out divorcement and divestiture within certain periods dating from Feb. 8, the date of the court order. The New York court later stayed the effective date 90 days, until May 9, at the request of the companies who said they needed the delay while they appealed to the high court. It is now apparent that the high court will not have acted on the appeals by May 9, and the companies have asked a further stay until such time as the court either affirms or reverses the lower court order.

Government attorneys said they would file more detailed papers next week opposing the motion. They said they are prepared to concede that all the six-month, one year-and three-year deadlines now date from May 9 rather than Feb. 8, but that they are not ready to agree to any further postponement. They say there is no reason the companies cannot start preparing their divorcement and divestiture plans, even while the appeals are pending, and that denial of any further stay will not require any positive breaking up now but merely the beginning of planning work.

Harmon and Compo

(*Continued from page* 1)

unanimous backing in advance of the session.

Delegates and aides scheduled to attend Monday's meeting at the Drake Hotel include the following:

Leo Brecher and Oscar Doob, MMPTA; Roy Brewer and Art Arthur, MPIC; Abel Green and Jack Alicoate, trade press publishers; Rotus Harvey and William Graeper, PCCITO; Gunther Lessing and Marvin Faris, SIMPP; Robert J. O'Donnell and Marc Wolf, Variety International; Trueman T. Rembusch and Nate Yamins, Allied States; Gael Sullivan and John Balaban, TOA; Ned E. Depinet and William Rodgers, MPAA; Max Cohen and Harry Brandt, ITOA.

In addition, Abram Myers, chairman of COMPO's sub-committee on taxes, and Sam Pinanski, TOA president, have been invited to attend. Jack Kirsch, president of Allied of Illinois, will be in attendance as an alternate for Rembusch, who may not be able to attend all sessions.

Harmon will be secretary of the conference committee, not a delegate from the MPAA.

Cinerama Widens Vistas

(*Continued from page* 1)

ber of projectionists employed by theatres, and (3) increase admission prices. Moreover, it would create a new "system" for the production of pictures and perhaps alter the present methods of directing films.

Cinerama has been erroneously defined as "third-dimensional" projection. Actually, the process embodies what has been elaborately termed "peripheral perception" together with third-dimensional sound. Today's demonstration of the process was on a concave, specially-constructed screen whose "chord" width was some 60 feet. Height of the screen was about 18 feet.

Uses Three Machines

Three projection machines, electrically synchronized, were situated, triangle fashion, at the rear of the screening room, some 60 to 80 feet from the screen. Five speaker units were located at various points behind the screen, and another was at the rear of the room.

The pictures projected on the screen were panoramic, one film of the Hudson River as viewed from a speedboat, showing not only the entire expanse of water but substantial masses of shore line on both sides as well. Another film which takes the audience on a roller coaster ride gives the viewer the impression of being an occupant of the vehicle as no ordinary projection can.

Each projector casts separate images on one-third of the screen, the full picture on the screen being a blend of the three individual projections. The films shown today showed slight distortions where the individual projections met, but inventor Fred Waller, who is president of Vitarama Corp., manufacturers of the new process, said that problem has been solved and will not be manifest in the new machines that will be constructed.

The three machines on display here cost a total of $70,000 to make. After mass production reaches a certain point a trio of projectors will cost about $30,000 to construct, according to W. French Githens, chairman of the executive committee of Vitarama. Githens said it is hoped that by Dec. 1 the process will be in use at one of the Broadway "showcases."

Films will have to be produced especially for the process, a "three-lensed" camera being necessary. Negotiations are underway with a Hollywood producer for the making of a feature, completion of which is planned for before Dec. 1.

Githens said the trio of projectors will be rented to theatres for a percentage of grosses, and that it is expected that admission prices will be increased on the theory that the public will be getting more for its money.

One of the demonstration's guests, Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland (Allied), commented on this, perhaps facetiously, that exhibitors have been wanting to increase admissions and the new process probably is the answer.

The screen itself is composed of one-inch wide strips of white celluloid-like material, each strip being copiously perforated.

Among others present at today's demonstration was James J. Rogers, financial consultant to the Rockefeller interests. He said the system can be adapted to theatres of virtually all sizes. Waller indicated that wide and not-too-deep theatres would be ideal for it. He virtually excluded long, narrow theatres as being almost unadaptable to the system.

TVA Pay Scale

(*Continued from page* 1)

ing announcement by TVA of its proposed code. The new organization has not been given jurisdiction over video by the Screen Actors Guild and the Screen Extras Guild.

TVA has proposed a minimum of $115 per one-hour telecast, $85 for a half hour and $70 for a quarter hour, all plus rehearsal fees of $6 per hour with the rehearsals not to be less than three hours in any one day. A union shop is asked and the proposed contract would give the performer the equivalent to his original fee for each time the program in which he appeared is shown again in the same area.

Claiming to represent 25,000 performers, TVA would have it that no telecasts would be permitted from any television studio or television theatre or other remote pick-ups to other theatres or public places where admission is paid. Also, there are to be no pick-ups from theatres without the permission of the individual performer.

George Heller, executive director of TVA, disclosed yesterday that by a referendum vote of the executive board the following officers have been elected: Lawrence Tibbett, chairman; Virginia Payne, first vice-chairman; Margaret Webster, second vice-chairman; Robert Spiro, third vice-chairman; Ken Carpenter, fourth vice-chairman; Harry Elders, fifth vice-chairman, and Jerry Baker, treasurer.

First Mexican Drive-in

Mexico City, May 4.—Mexico's first drive-in, the 650-car Auto Cinema Lomas, owned and operated by Raul Castellanos, opened here tonight with President Miguel Aleman in attendance. Opening feature, the first of a series of repeat performances, was M-G-M's "Till the Clouds Roll By."

Ends 'Truce

(*Continued from page* 1)

opened the fight upon what he te
"shell game" policies of major
ducers and said that the truce w
has lasted for 18 months was
for it was apparent that the fil
dustry does not have the type of
ership needed for mutual unders
ing of the problems.
The convention also went
in favor of the establishmen
arbitration system to solve diff
resulting from the Supreme
divorcement decision.
A resolution opposing the relea
films four reels or longer to tele
stations was referred to the dire
for further study and action
urged Richard F. Walsh, preside
IATSE, to swing his organiz
behind the proposed ban.

Richey Defends M-G-M

Singled out for particular att
in the trade practices discussion
M-G-M for its percentage polic
"Battleground," and RKO fo
similar demand for percentag
"Cinderella." Other companies
not spared as one exhibitor afte
other rose to recite recent griev
A resolution specifically cond
ing M-G-M for its percentage
on "Battleground" elicited a sp
defense of the company by H
Richey, M-G-M exhibitor rel
director. He denied that the pe
age demanded represented any c
in M-G-M policy and said that
liam Rodgers, sales vice-president
agreed to flat rentals in small
tions but reserved the right in s
instances to set a percentage pol
"Battleground," Richey said,
not the result of a change in
but followed the line set in a c
ence with Allied States officials.
ey also accused the NCA membe
of having a short memory and
M-G-M's willingness to co-oper
working out the problem of bo
associations.
The resolution was passed w
single dissenting vote.
At the conclusion of the se
Berger was re-elected president,
Peaselee of Stillwater, first vice-
dent, and Jack Wright of New Pr
secretary. New officers were
Mann of Minneapolis, second
president, and Martin Lebedo
Minneapolis, treasurer.

MR. EXHIBITOR:
LOOK WHO'S ON YOUR SIDE!
ALL YOU HAVE TO DO IS CALL!

COMING
bigger an
better t
before

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ATOM MAN vs. SUPERMAN ...COLUMBIA'S NEW FEATURE SE

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DO NOT RE

IRST IN FILM EWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 88 NEW YORK, U. S. A., MONDAY, MAY 8, 1950 TEN CENTS

ruman Offers mall Firms' ew US Loans

Gov't-backed Finance n Helping Film Firms

ASHINGTON, May 7.—Presi- Truman's proposals for a new rnment program of financial o small and independent busi- may well help independent pro- s with some of their financial ems, industry observers here be- It could also help those need- loan to get into exhibition.

President on Friday sent Con- a message outlining a program small business which, in addi- o urging improved enforcement anti-trust laws, suggested sev- steps to make capital easier to nd cheaper for small outfits. ese included government insurance ank loans up to $25,000; new rally-sponsored national invest- companies designed to "provide capital and long-term loans for ntly-managed businesses unable

(Continued on page 3)

pect Settlement 3 Nomikos Suits

ICAGO, May 7.—Three separate rust suits against major com- s, seeking equitable relief, and filed by Van A. Nomikos, local itor, are expected to be settled of court, although no dismissal is set. The suits, filed in April May of last year, are on behalf e Empress, Olympic, Cicero and ne (formerly Ambassador) thea- charging discriminatory selling

(Continued on page 3)

ench Films Need re US Bookings

e need for expanding the market French films here in the light of per cent loss in production invest- s last year was cited at the week- y the three French industry dele-

(Continued on page 3)

MGM Sets 27 Through Aug.

M-G-M will release a minimum of 14 pictures between now and the end of August and a total of at least 27 from last Jan. 1 to the end of August, it was announced at the weekend by William F. Rodgers, sales vice-president.

This schedule does not embrace "Annie Get Your Gun," "Stars in My Crown," and "The Next Voice You Hear," details of which will be set at the M-G-M "Say It with Pictures" meetings in New York, Chicago and San Francisco, starting May 15.

The 27 so far planned include one reprint, "Blossoms in the Dust," and compares with 24 for the same months in 1949, when 23 and one reprint were released. For the calendar year of 1949, M-G-M released 32 new pictures and two reprints, for a total of 34.

Rodgers will discuss sales plans for the 14 scheduled and three unscheduled pictures at all three conferences. For May the company will have "Re-

(Continued on page 3)

SEG and Producers Sign 3-Year Pact

HOLLYWOOD, May 7.—Major producers and the Screen Extras Guild on Friday signed a new contract which will run until Oct. 25, 1953. Either party may re-open negotiations on Oct. 25, 1951.

Compo Meeting to Be Part Musical

Delegates to the Chicago meeting today of the Council of Motion Picture Organizations will be called upon to consider the merits of a new musical composition as part of the day's business.

Jack Ellis, president of Ellis Films, importers, has penned the tune, "Take Your Girl to the Movies," and Leon Bamberger, exhibitor relations head of RKO Radio, has promised to spin a recording of it at the session, Ellis says. If it shows promise of having institutional value, the industry will be asked to "plug" it.

Vital COMPO Meet Today

Twenty-four representatives of 10 industry organizations and groups will gather at the Drake Hotel in Chicago today for what is regarded generally as the crucial meeting for the Council of Motion Picture Organizations.

If agreement on organization of the all-industry body and

(Continued on page 3)

Coast Labor Asks US to Join UK Talks

AFL Film Council Letter Requests U. S. Observer

HOLLYWOOD, May 7.—Intervention of the U. S. State Department in the forthcoming Anglo-American film monetary pact talks is sought in a leter dispatched today to the Secretary of State Dean Acheson by the Hollywood AFL Film Council.

The letter asks that the U. S. government be represented at the conference, slated to begin May 15, by an observer in order to "take such steps as may be necessary to protect the American motion picture worker."

The Council's action stems from an address given by Harold Wilson, president of the British Board of Trade, at the April 2-3 meeting of the Cine and Allied Technicians Union, where Wilson said his government would bring all possible American film pro-

(Continued on page 3)

Snaper Urges Fight For Full Tax Cut

Terming a reduction of the 20 per cent Federal admission tax to 10 per cent "far from satisfactory," New Jersey Allied president Wilbur Snaper in a bulletin issued at the weekend to organization members urged that they "don't quit hammering" at their representatives in Congress. "With a recess going on, now is the time to talk to them personally," Snaper suggested.

Commenting in the bulletin on the

(Continued on page 3)

Brylawski Hits D.C. Minimum Wage Plan

WASHINGTON, May 7.—A Julian Brylawski, representing the Metropolitan Theatre Owners of the District of Columbia, today warned Congress against boosting to 86 cents the mini-

(Continued on page 3)

Exhibitor Support Will Keep Films Off TV: Yates

HOLLYWOOD, May 7.—"Republic or any other producer can be detracted from trying to find other revenue sources, including that of television, if exhibitors will peel off their coats and go to work," declared Herbert J. Yates, president of Republic, following his recent return from Rock Island, Ill., where the company, in conjunction with United Paramount Theatres, conducted an extensive campaign for Republic's "Rock Island" in that city and in nearby Moline, East Moline and Davenport.

Yates disclosed that Republic spent $75,000 and used seven Hollywood

(Continued on page 3)

Hope Heads All-Star Benefit for Palsy

Bob Hope, national chairman of the United Cerebral Palsy Associations' $5,000,000 campaign, under way this month, will head an all-star benefit performance at the Chicago Civic Opera House on May 28. The 3,800-seater has been scaled for a gross of $90,000 for the performance, which will be broadcast over a national radio network.

Frank Sinatra, Perry Como and others now being lined up will appear with Hope.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

My Friend Irma Goes West - IRMA AND HER GANG IN NEW HILARITY HIT!

A HAL WALLIS Production from Paramount

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

LOUIS B. MAYER, M-G-M studio vice-president, and HOWARD STRICKLING, studio publicity head, arrived here yesterday from Louisville.

•

FRED J. SCHWARTZ of the Century circuit, will be interviewed today by Station WLIB's commentator, ESTELLE STERNBERGER, on the subject "What the Motion Picture Exhibitor Is Doing to Make Movie-going More Pleasurable."

•

MAURICE A. BERGMAN, Universal-International executive, and CHARLES SIMONELLI, national exploitation director, have returned from Chicago.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the convention of the Allied ITO of Kansas and Missouri at Kansas City on Wednesday.

•

WILLIAM B. LEVY, Walt Disney Productions worldwide sales supervisor, returned here over the weekend from Europe.

•

DORE SCHARY, M-G-M production vice-president, and his assistant, WALTER REILLY, arrived here from the Coast yesterday.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here tomorrow for Jacksonville.

•

SAM HARRIS, partner in the State Theatre, Hartford, and MRS. HARRIS have left there for a four-month tour of Europe and Israel.

•

HUGH OWEN, Paramount Eastern and Southern division sales manager, will return here today from Oklahoma and Dallas.

•

LEWIS COTLOW, producer, left here yesterday by plane for Hollywood.

Reade on 'Showmanship'

Walter Reade Theatres of New Jersey has launched an extensive advertising and promotional campaign featuring the theme, "Movies Are Better Than Ever — Let's Go Tonight." This is said to be the first time that any circuit located outside New York City has undertaken a sustained campaign in any Metropolitan newspaper. Monroe Greenthal, Inc. is the agency.

Para.'s 'Lawless' Cited

Paramount's "The Lawless" has been selected as the "Film Suggestion of the Month" (for June) by the Audio-Visual Services department of the Community Chests and Councils of America.

Levine Gets Assistant

Alfred D. Lerner, attorney, has become assistant to Julius W. Levine, president of Mid-Century Pictures Corporation, here.

Tradewise . . .

By SHERWIN KANE

THIS week and in the weeks immediately following, thousands of exhibitors throughout the country will launch newly prepared showmanship campaigns, the results of more than a month's planning and preparation.

The campaigns are the evidences of the new spirit, the revival of confidence and competitive determination, which were instilled in the approximately 10,000 theatre men who attended the 20th Century-Fox Showmanship meetings in March.

Reports on scores of campaigns, individual as well as jointly planned city and regional efforts, have been reaching this desk for days past. The striking thing about most of them is that there is nothing radically new or startling about their fundamentals, either in conception or execution.

Many are imaginative, ingenious and, at the same time, practical. But virtually all campaigns are blood-brothers to the tried-and-true formulae which always have been the stock in trade of showmen everywhere. There are effective advertising and publicity campaigns, exploitation devices and ideas of all kinds, tie-ups, promotions and stunts of every description. They have always been good. They are still good. The fact that there is little that is new about them is of minor consequence.

The important thing is that in total the showmanship campaigns now being launched represent a back-to-work movement on the part of theatremen everywhere. When showmen really go to work, there is certain to be a good result.

• •

Many trade observers, intrigued by the close similarity of purpose in National Exhibitors Film Co. and the projected Motion Picture Equity Corp., the idea for which was unveiled at the Society of Independent Motion Picture Producers' meeting in Hollywood last week, immediately set about devising some imaginative match-making.

NEFC is the company formed by leading exhibitors last year with the announced intention of providing financing for independent producers, whose stories, casts and budgets NEFC's management found to its liking. M. P. Equity Corp. would be the instrument chosen to raise $10,000,000 through sale of stock to the public, to be used as end money for independent production and to be augmented by first-money bank loans.

The aim of both is a revival of and increase in independent production, with its consequent contribution to the amount of available product on the market.

It would seem that the two with their mutuality of interest might travel the same path more easily together than they could separately. Each has valuable contributions to make to the other.

• •

The meeting of the Conference Committee of the Motion Picture Industry, taking place in Chicago today, may provide the answer to the question whether the industry is ready yet to work in unison in matters affecting its welfare.

Excluding the emergency nature and externally inspired formation of the War Activities Committee, it has been more than 10 years since the last attempt at industry unity. The industry was not ready for it then. As with earlier efforts, the projected United Motion Picture Industry (Umpi) split on trade practice issues and died a-borning.

The proposed Council of Motion Picture Organizations is sidestepping, at least in its formative period, the difficult subject of trade practices. There is that much less reason for it to fail to come into being.

The issues confronting the Chicago meeting primarily are those of method. They include financing, administration and, bound up with both, certain questions of authority and scope. Divergent views on these and other organizational problems are natural among such diversified participating groups as those which go into the making of COMPO.

They are, on the whole, not very important, certainly not of sufficient importance to deprive COMPO of a chance at life and a fair trial.

What is important is the industry's need for COMPO. That need should be weighed carefully by any organization which enters the Chicago meeting without a disposition to give and take wherever it finds its views in conflict with the majority.

Newsreel Parade

MAY DAY rallies oversea
the anti-Communist demo
tion in Mosinee, Wisc., are c
newsreel highlights. Other iten
clude the Navy task force fi
rough seas, sports and fashions.
plete contents follow:

MOVIETONE NEWS, No. 37 —
Communist coup in Mosinee, Wisc.
Day demonstration in Berlin. [illegible]
beauty parade for Miss Nippon. [illegible]
force has rough going in Arctic [illegible]
race. Motor cycling.

NEWS OF THE DAY, No. 271
seize U. S. town in mock demonst
Reds May Day threat fizzles in Ger
President Truman welcomes Pa
minister. "GI" brides have a reunion.
ships defy seas. "V-E" Day 1945-5

PARAMOUNT NEWS, No. 74—Ma
rallies in Berlin. George Smathers
Senator Claude Pepper in Florida.
hat fashions for spring. New wonder
makes its debut. Navy task force
rough seas.

TELENEWS DIGEST, No. 18-B—
tan Minister Liaquat Ali Kahn here.
ington: Climax in "spy" probe. Er
Hirohito's birthday. Berlin May Day.
"take over" Mosinee, Wisc.
Smathers defeats Senator Claude F
Danish bicycle builder.

UNIVERSAL NEWS, No. 349—U.
oil drilling in France. Sports: wrestl
Cleveland; roller skating in France.
"seize" Wisconsin city in demonst
Red demonstration in Paris and Ber

WARNER PATHE NEWS, No. 76
Day in Berlin. Czechs close U. S. in
tion service bureau in Prague. Tryg
interview. Pakistan Minister Liaqu
Kahn here. Smathers beats Pepp
Florida. Navy battles Arctic seas. Fa
Roller skating.

'Winchester' Pres Preview on June 1

Scores of correspondents will a
the press preview of Universal-I
national's "Winchester '73" on J
at New Haven, home of the Win
ter Repeating Arms Co. The film
have its world premiere in New
early in June, and its national re
in 500 theatres across the count
July 12.

The correspondents, from New
Boston and cities surrounding
Haven, will participate in a full
program, culminating in a scre
of the film at night. The previe
being sponsored by Winchester
Universal-International.

Brandt Plans 6 N Theatres in Florid

MIAMI, May 7.—Plans for th
mediate construction of a 110
theatre in Coral Gables have bee
nounced by Harry Brandt, New
and Florida circuit operator. He
announced plans for a Miami firs
and four other houses in outlying
tions of the city.

Young, MacMillan EL-FC Merger Tal

Eagle-Lion vice-president Wi
C. MacMillan, Jr., met with Robe
Young, principal stockholder of I
Industries, E-L parent company,
the weekend at the latter's White
phur Springs, Va., estate for di
sions relating to possible cons
tion of E-L and Film Classics.

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EWS
Brief . . .

IONG films booked into the Roxy Theatre here for the com- ionths are "A Ticket to Toma- ". "Love That Brute," "Night he City," "The Gun-Fighter," c in the Streets," "Where the alk Ends," and "My Blue Heav- was announced by A. J. Bala- tive director.

•

nund Grainger has secured an Intrigue," by Alfred Batson, first of five features he will for RKO Radio under a new ct with Howard Hughes. It will oduced as one of RKO's top t productions, in Technicolor, lmed in Africa.

•

lywood, May 7.—Major pro- s and Screen Publicists Guild signed a new contract running t. 25, 1953. Contract replaces act which expired a year ago, ntails numerous new features, ling the establishment of a management committee.

•

ROIT, May 7.—First step in the rawal of Alex Schreiber from iated Theatres was taken re- with the sale of his interest in ialto, Majestic and Wyandotte es here, to his partners in the

•

documentaries, each made for a different government agency, ave their first general showing third public forum of the Screen ors Guild to be held May 23 at Iuseum of Modern Art here. ving the screenings, directors of ms will participate in a general sion.

peals from Towne cision Due Friday

CAGO, May 7.—Attorneys for the lants in the Towne Theatre, ukee, anti-trust suit will file an probably on Friday in the Chi- District Court of Judge John J. s. Appeals will embody the entire on, which granted the Towne, ented by attorney Thomas Mc- ll, damages of $1,295,878, court of $5,000 and attorney fees of 00. Defendants will also post a ,000 appeal bond with the Fed- ourt, in order to seek a stay of tion of the decree. Appeal hear- will be held probably next fall.

3. and K-B Finally tle Differences

SHINGTON, May 7.—All papers to be signed and deeds and exchanged at the weekend in le of Stanley Co.'s half-interest MacArthur Theatre here to its r, the K-B Amusement Co.

nwhile, argument has been set [ay 24 in the court of appeals n the motion of Kass Realty Co. lect $100,000 from the partners eir failure to designate a second e to be built for them by Kass.

nett Joins Fairbanks

ph M. Barnett, in the radio pro- ning and sales field since 1922, een appointed New York sales ger for Jerry Fairbanks, Inc., cers.

Coast Labor

(*Continued from page 1*)

duction to England to provide more jobs for British film workers.

Overseas production has already materially reduced Hollywood employment, the Council's letter states. Support for its appeal to Acheson will be sought by the Council at the quarterly meeting of the AFL executive committee in Philadelphia on Friday.

COMPO Meets

(*Continued from page 1*)

other basic problems relating to it is arrived at at this meeting, most in the industry believes that COMPO's future is assured.

On the other hand, if any serious splits develop on such issues as organization, administration, activities and anti-tax policy, observers fear that the future of the pending organization will be in doubt.

COMPO was conceived at an all-industry meeting in Chicago last August. The concept was ratified by the 10 charter member organizations and groups, and last December at a meeting in Washington the delegates authorized organization of COMPO. All member groups ratified the agreement to organize, and therefore today's meeting was sct to approve by-laws and make preparations for securing a charter.

Allied States and Theater Owners of America are in a position to take prompt action in connection with ratification of actions agreed upon at today's parley. The TOA executive committee is scheduled to meet here May 15-16, and Allied's board will meet May 22-24 in Memphis. Other member organizations with more compact memberships, will have little difficulty in calling meetings to act on proposals to be made at Chicago.

Snaper Hits Tax

(*Continued from page 1*)

20th Century-Fox "Showmanship" meetings that were held for exhibitors in March in various parts of the country, Snaper stated: "I believe the general tenor of these meetings should have been aimed a little more toward the small independent. The set-up was such you would need an advertising man to handle their suggestions, good as they were. The little fellow is not in that position." Snaper was a principal speaker at the New York "Showmanship" meeting, which was attended by more than 1,000 exhibitors from the Metropolitan area.

MGM to Have Five Films on Broadway

M-G-M will have five openings on Broadway within the next few weeks.

"Annie Get Your Gun" goes into Loew's State on May 17 with "Father of the Bride" opening at the Music Hall on May 18. Also on May 18 "Shadow on the Wall" bows in at the Palace. On May 20 "The Big Hangover" opens at the Capitol and on June 8 "The Asphalt Jungle" is scheduled for the same house.

KMTA Sets New Date

KANSAS CITY, May 7.—The convention of the Kansas-Missouri Theatre Association has been set for Sept. 26-27 at Kansas City.

MPAA Heads Confer On Argentine Pact

Motion Picture Association of America president Eric A. Johnston conferred here on Friday with the presidents and foreign managers of MPAA member companies on the Argentine film agreement, which remains unsigned. A similar meeting is expected to be held here later this week.

It was reported following Friday's conference that "no action" resulted therefrom.

Need US Bookings

(*Continued from page 1*)

gates who arrived here from France last week.

The three representatives, officers of Unifrance-Film, a trade organization to promote French product abroad, are J. P. Frogerais, president of the French Film Producers Syndicate; Georges Lourau, president of Unifrance-Film, and Robert Cravenne, executive manager of the latter. While here the delegates will familiarize themselves with the Motion Picture Association of America's Advisory Unit for Foreign Films.

The delegates declared that exhibitors in France recently increased admissions about 25 per cent, resulting in a loss of about 10 per cent of their customers. Through their interpreter, Jacques Chabrier, president of Pathe Cinema here, the delegates said France expects to make about 100 pictures this year which is about the same as last year. Before the war, the average was about 120. The average production cost for top films, they said, is about $175,000 to $200,000, and that $120,000 can be gotten back in the French market. The average admission, they said, is about 18 cents which compares with a 38-cent average in this country. The top first run admission in France is 70 cents.

In reviewing the French situation, they said that the government levies two cents on every admission, which is put into a pool to help the industry. This fund of $4,500,000 last year was split on a 50-50 basis between exhibitors and producers. The federal admission tax in France is 30 per cent, they asserted.

Among its ways of promoting the French industry, Unifrance-Film, which has $500,000 to work with at present, plans a film festival in New York City.

The delegates, who are here "for the specific purpose of increasing bookings" here, will meet with MPAA president Eric Johnston in Washington on Wednesday and then proceed to Hollywood.

Brylawski Hits Boost

(*Continued from page 1*)

mum wage for male theatre employes in the District, declaring that such action might set a pattern for the country at large. Brylawski testified before the Senate District sub-committee holding hearings on a bill to overhaul the District minimum wage law.

At present, female theatre employes have a minimum of 86 cents an hour, but the minimum for male theatre employes goes as low as 55 cents. The unions are attempting to boost the minimum for men to the same figure as for women.

US Loans

(*Continued from page 1*)

to finance themselves on reasonable terms through the organized securities markets"; and broadened lending powers for the Reconstruction Finance Corp., including an important suggestion that the RFC "be permitted to relax its collateral requirements on loans to small businesses if management abilities and potential earnings of the borrower afford reasonable expectation of repayment."

However, one presidential proposal —that the RFC be transferred to the Department of Commerce—might boomerang on pending independent film company loan applications, since the RFC might be reluctant to embark on a new loan policy with the transfer impending.

Exhibitor Support

(*Continued from page 1*)

stars in the campaign, "to prove that the No. 1 favorite entertainment of the public is still American movies and its stars." He reported that the promotion caravan paraded over a route 15 miles long, before an estimated 400,000 persons.

Further detailing the company's part in promoting the production, Yates said, "If exhibitors nationally won't give all-out support to Republic and if we yet have to battle for fair terms and proper playing time, then will you blame Republic for trying to find other revenue outlets that will keep us in business? Republic has spent time and money to prove that there is nothing wrong with this business that hard work and showmanship can't cure.

"It will be interesting to see if exhibitors will reciprocate and encourage us. The only proof will be how they get behind a picture like 'Rock Island'," observed Yates.

MGM Sets 27

(*Continued from page 1*)

former and the Redhead," followed by "Please Believe Me," "Shadow on the Wall," and "The Big Hangover." In June there will be "The Asphalt Jungle," "Father of the Bride" and "The Skipper Surprised His Wife." July releases will include two Technicolor films, "The Happy Years" and "Duchess of Idaho," and "Devil's Doorway" and "Mystery Street." For August there will be "Three Little Words," in Technicolor; "The Miniver Story" and "Lady Without Passport."

3 Nomikos Suits

(*Continued from page 1*)

practices and inability to obtain product equitably with respective competitive houses. Each house has subsequently moved into first-run playing time, bidding for product coming direct from Loop runs. Plaintiff's attorney is Seymour Simon.

37½c Disney Dividend

HOLLYWOOD, May 7.—Board of directors of Walt Disney Productions has declared a regular quarterly dividend of 37½ cents per share on outstanding six per cent cumulative convertible preferred stock, payable July 1 to holders of record June 17.

DON'T BE
BACKWARD
There's No Business Like 2
CENTU

Let's Go Forward TOGETHER—

Shoulder-to-shoulder with showmanship and the product to back it up. Keep hitting with...

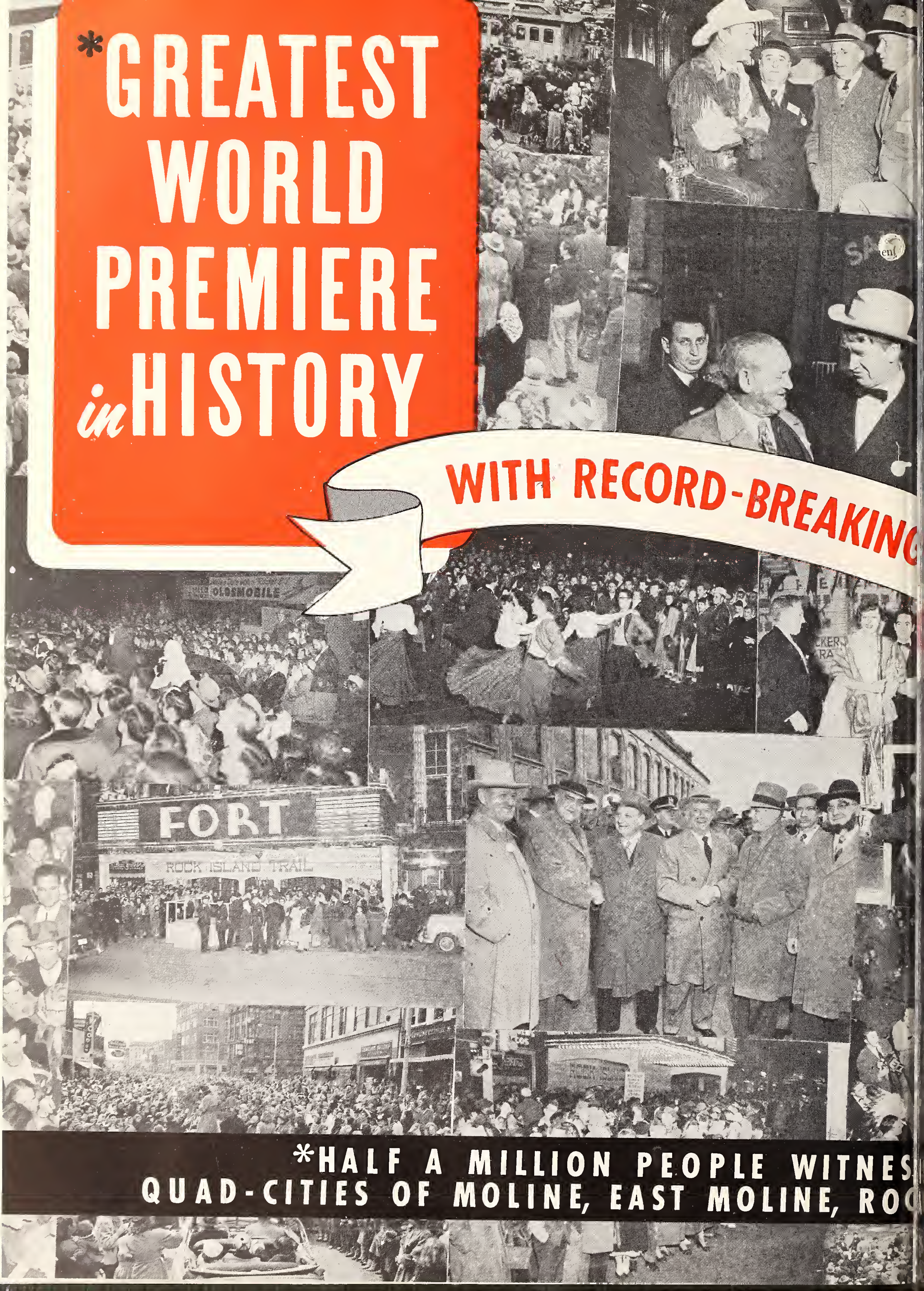
NIGHT AND THE CITY · WABASH AVENUE *Technicolor*
CHEAPER BY THE DOZEN *Technicolor* · THREE CAME HOME
2 O'CLOCK HIGH · THE BIG LIFT · A TICKET
TOMAHAWK *Technicolor* · LOVE THAT BRUTE
GUNFIGHTER · WHERE THE SIDEWALK ENDS

usiness!

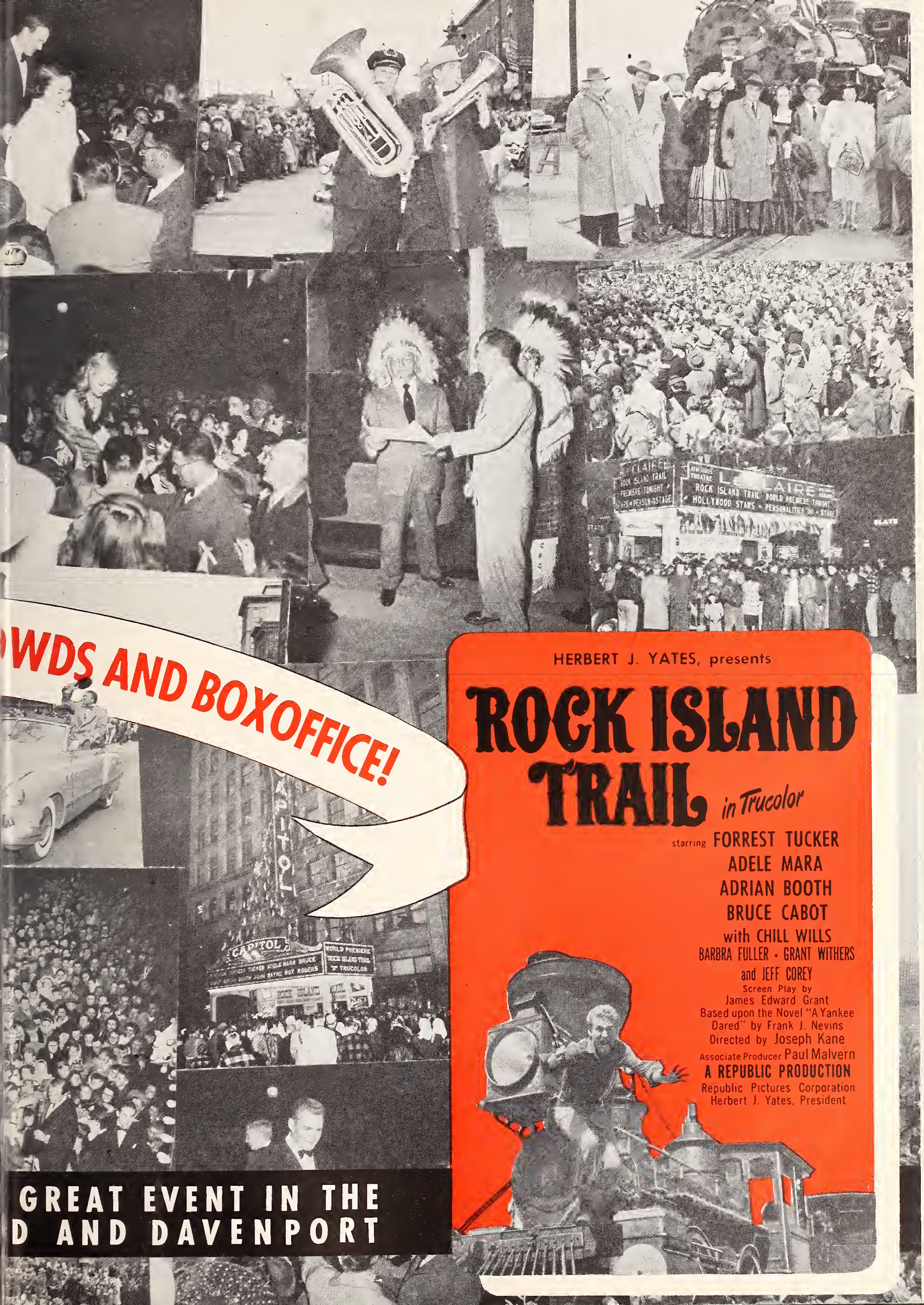
KEEP ON PUNCHING... UNTIL THAT MOVIE TAX IS KILLED!

*GREATEST WORLD PREMIERE *in* HISTORY

WITH RECORD-BREAKING


OLDSMOBILE
FORT
ROCK ISLAND TRAIL

***HALF A MILLION PEOPLE WITNES
QUAD-CITIES OF MOLINE, EAST MOLINE, ROC**



GREAT EVENT IN THE
D AND DAVENPORT

HERBERT J. YATES, presents

ROCK ISLAND TRAIL

in Trucolor

starring **FORREST TUCKER**
ADELE MARA
ADRIAN BOOTH
BRUCE CABOT
with **CHILL WILLS**
BARBRA FULLER · GRANT WITHERS
and JEFF COREY
Screen Play by
James Edward Grant
Based upon the Novel "A Yankee Dared" by Frank J. Nevins
Directed by Joseph Kane
Associate Producer Paul Malvern
A REPUBLIC PRODUCTION
Republic Pictures Corporation
Herbert J. Yates, President

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
April 2	(April Releases) WOMAN OF DISTINCTION Rosalind Russell Ray Milland C-D—85 min. (Rev. 2/24/50)		YELLOW CAB MAN Red Skelton Gloria De Haven C—85 min. (Rev. 2/17/50)			HARBOR OF MISSING MEN Richard Denning D—60 min. (Rev. 4/21/50) VANISHING WESTERNER Monty Hale O—60 min. (Rev. 5/3/50)	THE CAPTURE Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50) THE GOLDEN TWENTIES (March of Time Documentary) 68 min. (Rev. 3/17/50)		CHAMPAGNE FOR CAESAR Ronald Colman Celeste Holm D-C—99 min. (Rev. 2/7/50)		
April 9	MILITARY ACADEMY Stanley Clements D—76 min. (Rev. 4/24/50)	(April Releases) THE PERFECT WOMAN Patricia Roc Stanley Holloway D—87 min. (015)	SIDE STREET Farley Granger Cathy O'Donnell D—83 min. (Rev. 12/23/49)	GUN ROAR IN ROCKHILL Whip Wilson O							STAGE FRIGHT Jane Wyman Marlene Dietrich Michael Wilding D—110 min. (Rev. 2/23/50)
April 16	CARGO TO CAPETOWN Broderick Crawford Ellen Drew D—80 min. (Rev. 3/31/50)	KIND HEARTS AND CORONETS Oennis Price Valerie Hobson C—104 min. (Rev. 5/3/50)	THE OUTRIDERS Joel McCrea Barry Sullivan O—93 min. (Rev. 3/6/50)	MYSTERY AT THE BURLESQUE Garry Marsh D—58 min. (Rev. 4/24/50)	(April Releases) RIDING HIGH Bing Crosby Coleen Gray D-M—112 min. (4917) (Rev. 1/9/50)		WAGONMASTER Ben Johnson Harry Carey, Jr. O—86 min. (Rev. 4/6/50)	(April Releases) (Color) CHEAPER BY THE DOZEN Jeanne Crain Clifton Webb C—85 min. (Rev. 3/27/50)	D. O. A. Edmond O'Brien Pamela Britton D—83 min. (Rev. 1/4/50)	(April Releases) MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C—70 min. (Rev. 3/29/50)	
April 23	TYRANT OF THE SEA Rhys Williams Ron Randell D—70 min.	KILL OR BE KILLED Lawrence Tierney George Couloris D		JIGGS AND MAGGIE OUT WEST Joe Yule C—66 min. (Rev. 3/22/50)	CAPTAIN CAREY, U. S. A. Alan Ladd Wanda Hendrix D—83 min. (4918) (Rev. 2/21/50)			(Color) WABASH AVENUE Betty Grable Victor Mature Phil Harris M-D—92 min. (Rev. 3/31/50)		ONE WAY STREET James Mason Marta Toren D—79 min. (Rev. 4/12/50)	THE OAUGHTER OF ROSIE O'GRADY (Color) June Haver Gordon MacRae M-104 min. (920) (Rev. 3/29/50)
April 30	OUTCAST OF BLACK MESA Charles Starrett O—54 min. (Rev. 5/3/50)		REFORMER AND THE REDHEAD June Allyson Dick Powell D—90 min. (Rev. 3/8/50)	WEST OF WYOMING Johnny Mack Brown O—57 min.		WOMEN FROM HEADQUARTERS Robert Rockwell D SALT LAKE RAIDERS Alan Rocky Lane O HILLS OF OKLAHOMA Rex Allen O	THE WOMAN ON PIER 13 Laraine Day D-73 min. (Rev. 9/21/49)		JOHNNY ONE EYE Dolores Moran Wayne Morris Pat O'Brien D—78 min.		
May 7	(May Releases) NO SAD SONGS FOR ME Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50)	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D	PLEASE BELIEVE ME Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)	FATHER MAKES GOOD Raymond Walburn C							THE DAMNED DON'T CRY Joan Crawford David Brian D—103 min. (921) (Rev. 4/6/50)
May 14	FRIGHTENED CITY Charles Korvin Evelyn Keyes D KILL THE UMPIRE William Bendix Una Merkel C—78 min. (Rev. 5/2/50)	WINSLOW BOY Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	SHADOW ON THE WALL Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)	LUCKY LOSERS Leo Gorcey C	(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	ROCK ISLAND TRAIL (Color) Forest Tucker O—90 min. (Rev. 5/4/50)	THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)	(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)	SO YOUNG SO BAD Paul Henreid Catherine McLeod D	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50)	
May 21	COWTOWN Gene Autry O—70 min. BEAUTY ON PARADE Robert Hutton D—66 min. (Rev. 3/23/50)	THE GOLDEN GLOVES STORY James Dunn Kay Westfall D—76 min. (Rev. 4/24/50) GLASS MOUNTAIN Valentina Cortesa M-D-90 min. (Rev. 1/13/50)	THE BIG HANGOVER Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)			SAVAGE HOROE William Elliott O—90 min.		THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)		I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	COLT .45 (Color) Randolph Scott Ruth Roman D—74 min. (922) (Rev. 5/3/50)
May 28	CUSTOMS AGENT William Eythe D—72 min. (Rev. 4/13/50)	(June Releases) THE TORCH Paulette Goddard D—84 min. EYE WITNESS Robt. Montgomery Leslie Banks D	ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)	(Re-release) SILK STOCKING MURDER Carole Landis D					THE WHIPPED Oan Duryea Gale Storm D—89 min.		
June 4	(June Release) GOOD HUMOR MAN Jack Carson C	HIGH LONESOME (Color) John Barrymore, Jr. Chill Wills D TIMBER FURY Oavid Bruce D—63 min.			(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)			(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D		(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm	CAGED Eleanor Parker D—96 min. (Rev. 5/2/50)
June 11		IT'S A SMALL WORLD Paul Oale Lorraine Miller D—74 Min. THE BLUE LAMP Dirk Bograde	FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min.					LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min.	IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min.	SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. [illegible]0) SPY [illegible]T Marta [illegible]en Howard Duff	

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: April)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: April)

FILM CLASSICS

FOUR OAYS' LEAVE
Cornel Wilde
D—98 min.
(Rev. 3/23/50)
(Release: April)

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: April)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: April)

CONGOLAISE
(Oocumentary)
(Release 4/17/50

GOOD TIME GIRL
Jean Kent
D
(Release 5/11/50)

LIPPERT

COLORADO RANGER
O
(Release: 4/21)

MARSHAL OF HELOORADO
O
(Release: 4/7)

OPERATION HAYLIFT
Bill Williams
D—74 min.
(Rev. 4/27/50)
(Release: 4/25)

CROOKED RIVER
J. Ellison
D
(Release: 5/5)

HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

FAST ON THE DRAW
J. Ellison
(Release: 5/19/50)
D

ROCKETSHIP XM
Lloyd Bridges
D—77 min.

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IRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 89 NEW YORK, U. S. A., TUESDAY, MAY 9, 1950 TEN CENTS

ourt Refuses ɔ Rule on ensorship

ley' Case Appeal Is shed by Highest Body

SHINGTON, May 8.—The film ry's hopes for an early U. S. me Court ruling on the con- onality of state and local ship of motion pictures were ck today when the high court d to hear the industry's appeal "Curley" case.

opinion was given by the High which merely noted its refusal iew the decision of the Tennes- preme Court in a long list of e orders handed down at the today's session. There was no on that any Justice dissented

(*Continued on page 3*)

nson Readies Iollywood Bills

SHINGTON, May 8.—Senator Ed on said he has "perfected" two o' deal with the Hollywood prob- ne has been attacking and that uld probably introduce them "in xt 10 days or two weeks" even n he has indefinitely postponed arings.

nson refused to discuss details iid the time the bills would be

(*Continued on page 2*)

ughes to Trustee KO Theatre Stock

Jpon issuance of stock in two RKO companies to formed upon comple- n of divorcement, Howard ghes will place his shares the new theatre company trust, Hughes notified the S. Statutory Court here terday. In the statement asked the court to desig- e the trustee and retained right to sell the shares ore depositing them with trustee.

COMPO Launched with Depinet as President

10 Charter Organizations in Harmonious Session; Adopt By-Laws, Elect Officers, Approve Incorporation; Final Meet Today

By MARTIN QUIGLEY, JR.

CHICAGO, May 8.—The Council of Motion Picture Organizations was launched here today with Ned E. Depinet, guiding spirit in the eight and one-half months formative period of the organization as its first president.

The representatives of the 10 charter organizations comprising COMPO reported the ratifications of their groups to today's meeting at the Drake Hotel here, clearing the way for the formal creation of COMPO.

Ned E. Depinet

In addition to election of officers, the meeting approved by-laws of the new organization with but slight changes and authorized Francis Harmon, Motion Picture Association of America vice-president, to proceed with the legal incorporation of COMPO.

After an all-day session in harmonious and constructively determined

(*Continued on page 4*)

US May Sit At UK Talks

WASHINGTON, May 8.—A State Department official said today the Department might ask a member of the staff of the U. S. Embassy in London to sit in on next week's Anglo-American film talks "if the industry has no objections." The American Federa-

(*Continued on page 3*)

Arnall Leaves for UK Confab Today

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, said yesterday on the eve of his departure for London that all he has in mind in the way of a new film and monetary exchange agreement with the British is a "fair deal," and that he has not yet

(*Continued on page 3*)

Form All-Industry Unit for UK Drive

LONDON, May 8.—As a further step in Britain's support of the 20th Century-Fox-initiated 'Showmanship' crusade, an all-industry planning committee will hold its first meeting on Wednesday.

Comprising the group will be the existing joint committee from the

(*Continued on page 3*)

Independents' Wage Scale Higher Than Chains in NY

ALBANY, N. Y., May 8.—Hourly earnings of ushers are consistently lower in New York circuit theatres than in independent houses, according to a study of wages and hours in the amusement industry made by the State Department of Labor, Division of Research and Statistics.

Median hourly earnings of ushers in circuit theatres in New York is given in the report as 50.1 cents, compared with 58.8 in the state's independent theatres.

The report gives the total number of New York theatres as 1,282, and their total employes as 21,692. In addition, there are 300 film production, distribution and service establishments

(*Continued on page 2*)

Colosseum, UA Head For NLRB Contest

Mary Pickford and Charles Chaplin, co-owners of United Artists, have been informed by the Colosseum of Motion Picture Salesmen of America that unfair labor practice charges will be filed against the company with the National Labor Relations Board in New York.

Disclosing this here yesterday, Colosseum counsel David Beznor said the notice was given in consequence of the company's failure to reply to

(*Continued on page 2*)

Congress For Repeal: Myers

CHICAGO, May 8.—Abram F. Myers, chairman of the taxation and legislation sub-committee of the Council of Motion Picture Organizations, declared today in a report to the delegates at the Compo organizational meeting here that "There is not the slightest doubt that a bill for total repeal (of the 20 per cent Federal admission tax), if reported out by the

(*Continued on page 4*)

PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

My Friend Irma Goes West — WITH THAT SCREAM-TEAM MARTIN AND LEWIS!

A HAL WALLIS Production from Paramount

T PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Set Specific Tasks For Exhibition in Cerebral Palsy Drive

Specific tasks have been set for exchanges and exhibitors in connection with industry support of the $5,000,000 drive now underway by the United Cerebral Palsy Associations, Inc.

Leonard H. Goldenson, head of UCPA and president of United Paramount Theatres, has sent letters to 200 theatremen requesting their cooperation in arranging drive tie-ins with local radio stations. The exhibitors will provide the stations with special radio transcriptions explaining the purpose of the drive and urging public support. The theatremen will be backed by letters already mailed by Bob Hope, national campaign chairman, to 800 stations requesting their cooperation and providing them with copy for announcements. Hope also has gotten in touch with network officials in New York and with advertising agency executives. To date, tie-ups also have been arranged with the persons in charge of top radio and television programs.

The distribution end of the drive is operating on two levels—home office and exchange—under the overall supervision of A. W. Schwalberg, national distributor chairman, and president of Paramount Film Distributing.

Services Held for Charles Wagner, 58

Funeral services were held last night for Charles E. Wagner, 58, a veteran of the film industry and with RKO Radio's press book department since 1940, at West Englewood, N. J. Wagner died Saturday at his home in West Englewood. Interment will take place this morning at the Northwood Cemetery, Philadelphia, where Wagner was born. The widow survives.

Reserve Space for Show

HOLLYWOOD, May 8.—With 64 space reservations reported to have been made within five hours after booths were on sale, preparations for the annual TESMA trade show, slated for Chicago, Oct. 8-11, are off to a good start, Roy Boomer, TESMA secretary, says.

Colosseum, UA

(*Continued from page 1*)

requests by the salesmen's union for a meeting to discuss amendments to the present contract covering some 70 UA salesmen.

Early this year the Colosseum concluded new wage-and-hour agreements with all of the majors except UA in line with the reopening-of-negotiations clauses in the prevailing pacts. Communications to UA president Gradwell Sears, requesting a meeting, have gone unanswered, said Beznor, here from Milwaukee.

Asked for comment yesterday on the Colosseum's charge, UA operations vice-president Harry D. Buckley declared: "We have and will continue to negotiate as long as they want to."

Personal Mention

STEVE BROIDY, Monogram president, is due here today from Hollywood.

•

JACK BLOOM of the 20th Century-Fox distribution staff here, has become a grandparent with the birth of a son to his daughter, MRS. RITA LAGOZE, at the Park East Hospital.

•

JOHN BYRNE, M-G-M Eastern sales manager, left here yesterday for Albany and Gloversville.

•

LEE CARLTON, of NBC's news and special events department, and MRS. CARLTON are the parents of a son.

•

WALTER BIBO, Excelsior Pictures president, will leave here Thursday by plane for London.

•

SCOTT DARLING, screen writer, is recovering from surgery at the La Brea Hospital, Hollywood.

•

Norman Z. McLEOD, Paramount director, is in New York from the Coast.

•

JOSEPH H. NADEL, associate producer, is in New York from the Coast.

RICHARD F. WALSH, IATSE president and a delegate to the UNESCO conference to be held at Florence, Itadly; ELLIS ARNALL, Society of Independent Motion Picture Producers president, and MRS. ARNALL; DR. KAY HARRISON, Technicolor vice-president, and MRS. HARRISON are among the passengers sailing from here today for Europe on the *S.S. Queen Mary.*

•

ERIC JOHNSTON, president of the Motion Picture Association of America, will be in Chicago today to address the Rotary there and will leave Friday by plane for London. JOYCE O'HARA, his assistant, will accompany him to London.

•

DICK HARMEL, in charge of the motion picture interests of the Schlesinger Enterprises in South Africa, was a weekend guest of Y. FRANK FREEMAN, Paramount studio vice-president, at the Paramount studio.

•

EDWARD L. WALTON, Republic assistant general sales manager, will leave Minneapolis today for Seattle on a tour of branches in the West.

Swanson and Cole At Denver Meeting

DENVER, May 8.—The convention of Allied Rocky Mountain Independent Theatre Owners, to be held May 16-17 at the Cosmopolitan Hotel, will hear Gloria Swanson on "Movies as I Know Them"; Col. H. A. Cole, national Allied director, on "Must Percentages"; Truman Rembusch, national Allied president, on "Television"; Joe Ashby, local general manager, on "Caravan," and John Wolfberg, local president. One morning will be devoted to drive-in problems.

Social side will begin with open house at Variety Tent No. 37 on the opening night; a luncheon the second day at the hotel, and a dinner-dance at Lost Valley Ranch. All independent and drive-in owners may attend.

N. Y. Confabs Begin On MGM Production

Louis B. Mayer, M-G-M studio vice-president; Dore Schary, production vice-president; Nicholas M. Schenck, Loew's president, and other top executives of the company began a series of conferences on production and studio matters at the home office here yesterday.

N. Y. Wage Scales

(*Continued from page 1*)

in the state, employing 11,054 persons. Of the totals, it says, 581 theatres, employing 13,470, are in New York City and 701 theatres, employing 8,222 are outside the city.

Average working week of New York theatre employes is 34.5. Hourly earnings of production, distribution and service employes in New York is $1.42, and average working week is 37½ hours, according to the report.

Allied Drive-in Meet Opens in K. C. Today

KANSAS CITY, May 8.—Registration for the spring drive-in conference and equipment show to be held by Allied Independent Theatre Owners of Kansas-Missouri tomorrow and Wednesday at the Phillips Hotel here where the outlook for drive-in theatres will be discussed.

An open forum on the construction and operation of drive-ins will be held in the afternoon. Wednesday morning will be devoted to buying and booking group meetings, with an all-industry luncheon at noon. Trueman T. Rembusch, national Allied president, will speak at the luncheon on television's impact on exhibition.

Wednesday afternoon exhibitors are invited to a closed session, to be followed by an Allied membership meeting for organization reports and election of directors. The board of directors will meet Wednesday evening.

A banquet Wednesday night, with Rembusch and Abram F. Myers, Allied general counsel as principal speakers, will conclude the conference.

F. W. Baker, 72, UK Film Veteran

LONDON, May 8.—Francis William Baker, 72, past president of the Kinematograph Renters Society and in the motion picture industry here since 1897, died here today following a long illness. Baker was active in many industry associations and was governor of the British Film Institute from 1933 to 1947.

Franklin Dyall, 76

LONDON, May 8.—Franklin Dyall, 76, screen and stage actor who appeared in the first British sound pictures, died here today.

NEWS in Brief . .

A NEW production unit consist of Leo C. Popkin and writ Russell Rouse and Clarence Gre has been set up by Harry M. Popl under his Cardinal Pictures ban for United Artists release.

First film of the new unit will "The Well," original by Rouse Greene. Popkin will produce in sociation with Greene and [illegible]. a co-direct the picture with [illegible] Early June production is scheduled

•

Hollywood, May 8.—Gloria Swa son will star in and William Di erle will produce and direct "I sieged Heart" at A-N-D Studios Istanbul, Turkey, as first America language film produced in Turk and financed by Turkish capit agent Helen Ainsworth announc today.

•

CHICOPEE FALLS, Mass., May 8 Final plans were made today by Army Air Force at Westover Fi and this city, for the New Engla premiere of 20th Century-Fox's "T Big Lift" tomorrow night at the R oli Theatre before an audience political leaders and high rank military officers.

•

HOLLYWOOD, May 8.—Sid Rog RKO Radio studio head, was tod named head of the motion picture dustry section of the Los Ange United Jewish Welfare fund drive campaign chairman Oscar S. Patti

Sen. Johnson

(*Continued from page 1*)

introduced "depends on something ha pening." He would not say whetl this "something" was action by MPA on the advertising code amendmen

A report has been submitted Judge Stephen Jackson, Johnson sa but has not been read. He declar that if the report "can accompli anything" and if Jackson consents, will release it later. The Colora Democrat said Jackson had gotten very tough going over in Hollywo but that was to be expected."

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
"NO SAD SONGS FOR ME"
starring
MARGARET SULLAVAN · WENDELL COREY · VIVECA LINDFORS
A Columbia Picture
Plus Spectacular Stage Presentation

Paramount presents
BARBARA STANWYCK · JOHN LUND
in NO MAN OF HER OWN
with JANE COWL
A MITCHELL LEISEN production
IN PERSON
JERRY COLONNA
BUDDY RICH
And His Orchestra
BUNNY BRIGGS
THE AMES BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisber; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturda Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpub New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretar James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weav Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washingt J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Londo Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Internatio Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates year, $6 in the Americas and $12 foreign; single copies, 10c.

urley' Case

(Continued from page 1)

the Court's action.
ile a set-back for the industry, for United Artists and Hal
 Studios, which had carried the tö the Supreme Court, today's
l to review the lower court de- was by no means the equivalent
efinite ruling from the high bench film censorship is constitutional.
chnical legal questions were
 the case in addition to the question of whether films are
cted under the First Amend- and observers here felt it was that the refusal to review was
e basis of these technical issues than on the broad ones.

e industry must now pin its hope Atlanta case involving "Lost
daries." This case, still before ppeals court, apparently makes a
cut issue of the constitutionality te and local censorship, without
xtraneous issues present in the ey" case. The "Boundaries" ap-
will be heard in Atlanta on 5.

e "Curley" case arose when the phis Board of Censors, headed
airman Lloyd T. Binford, banned Hal Roach film because of the
nce of Negro actors in the cast with whites. The Tennessee
eme Court said the board had no rity to ban the film for racial
ns, but did not pass on the basic ion of whether the board of cen-
was constitutional. It ducked this by finding that only an exhibitor
have his freedom impaired by a
l ruling.

A Says 'Curley' Could Exhibited in Memphis

okesmen of the Motion Picture ciation of America, which lent
weight of its support to the peti- rs, indicated here yesterday that
ley" could nevertheless be ex- ed in Memphis notwithstanding.
is is indicated by the following ct of the brief, filed in Federal
eme Court Monday by the attor- or the city of Memphis in oppo-
 to the petition for review.
AA said: Petitioners . . . delib- ly chose a narrow flank attack
rtiorari for review of the alleged n of a purely local board which
dmittedly void and beyond the of the local act and was so de-
d both by the trial court and the eme Court of the State."

. . This is especially true when onsider that the Supreme Court
ennessee in its opinion stated that court was not in disagreement
the fundamental principle that is no authority to use race or
as the sole legal basis for cen- ip of motion pictures."

Review

"Forbidden Jungle"

(Eagle-Lion)

"FORBIDDEN JUNGLE" charts an outdoor adventure drama in which a famed explorer tracks down a wild jungle boy in Africa. Some effective exploitation points can be found in the picture but generally it is without originality or distinction.

Don Harvey heads the cast as the explorer who plunges into the jungle to seek out the white jungle boy at the commission of an American firm. The harrowing experiences prior to and subsequent to finding the boy are detailed in the film. In the end, Harvey realizes that it would be cruel folly to remove the boy from the jungle where he is adjusted. Thus the boy is allowed to remain in his native haunts.

Robert Cabal plays the jungle boy and Alyce Louis portrays his mate. The role of a trader is held by Forrest Taylor. The production is filled with scenes of animals locked in mortal combat. A Jack Schwarz production, it was directed by Robert Tansey, from a story and screenplay by Frances Kavanaugh.

Running time, 67 minutes. General audience classification. Release date, not set.

Mandel Herbstman

Arnall Leaves Today

(Continued from page 1)

discussed the matter with Eric A. Johnston, president of the Motion Picture Association of America.

Preliminary Meet Planned

Arnall is scheduled to sail for England today on the *S.S. Queen Mary.* Both Johnston and James Mulvey, president of Samuel Goldwyn Productions, who will join Arnall in the negotiations, will leave here for London by plane on Friday. The three will get together in London before the trade meetings which are set to begin next Monday with Harold Wilson, president of the British Board of Trade.

Johnston will be accompanied by Joyce O'Hara, his assistant, and will be met in London by John McCarthy, head of the MPAA international division, and Fayette Allport, European manager.

June 14 Deadline

The present agreement with the British, which was negotiated by Johnston and Mulvey, provides for the convertibility of American earnings up to $17,000,000 annually, plus the dollar equivalent of the earnings of British pictures in the U. S. Although the pact was for a four-year period it is subject to review after two years. The initial two-year period is up on June 14.

Arnall said that so far as he knows there will be no U. S. State Department representation at the sessions.

Following the British meetings, Johnston will go to Paris to discuss a new SIMPP deal with the French government and after that possibly to Italy for a new agreement with that country.

Wilson to Interrupt London Talks for NATKE

London, May 8.—British Board of Trade president Harold Wilson will interrupt his negotiations with representatives of the American film industry on the second day, May 16, to travel to Brighton to address the conference of the National Association of Theatrical and Kine Employes and to lunch with its executive committee. His talk is looked upon with some interest in view of his statements before the recent meeting of the Association of Cine and Allied Technicians, which is NATKE's rival union. At that time Wilson made vague but disturbing threats that the Socialist government possibly will dictate the form which future production will take and will reorganize the industry's whole future set-up.

US at UK Talks

(Continued from page 1)

tion of Labor's Hollywood Film Council over the weekend asked the Department to send an observer to the talks to protect the interests of Hollywood film workers. The State Department official's reference to "the industry" apparently meant the producers.

State Department spokesmen said they still had not officially received the AFL wire, and that all they knew was from press reports and queries. The official who mentioned the observer from the London Embassy staff emphasized that this was merely his own opinion and that the matter still must be decided by Department policy officials. It might be several days before such a decision is made, he said.

Showmanship Drives Started in Europe

Many European theatremen already have launched campaigns of their own designed to increase attendance, 20th Century-Fox reported here yesterday in conjunction with an announcement that company ad-publicity vice-president Charles Einfeld will return from Europe on Monday aboard the *S. S. Queen Mary,* following an eight-week tour.

While abroad, Einfeld met with exhibitors and distributors regarding showmanship practices patterned after the campaign launched by 20th-Fox at the March exhibitor meetings throughout the U. S.

All-Industry Unit

(Continued from page 1)

Cinematograph Exhibitors Association and Kinematograph Renters Society, sales chiefs of the major companies, secretaries and publicity heads from some of the major companies, and trade press representatives. Peter Burnup will represent the American press.

First point on the agenda at Wednesday's meeting will be to arrange the distribution of 12 U.S. industry shorts, modified for the British market. The American industry has already agreed to waive distribution charges except for the cost of prints. Receipts will go into a fund, whose trustees will be chosen at the meeting, to defray costs.

WARNER BROS.' TRADE SHOW MAY 15

RETURN OF THE FRONTIERSMAN

COLOR BY TECHNICOLOR

starring GORDON MACRAE

JULIE LONDON · RORY CALHOUN · JACK HOLT

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

DIRECTED BY RICHARD BARE
PRODUCED BY SAUL ELKINS
WRITTEN BY EDNA ANHALT

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

BER FEDERAL DEPOSIT INSURANCE CORPORATION

COMPO Launched at Chicago Meet

Name Depinet 1st President; Set By-Laws

(*Continued from page* 1)

atmosphere, the delegates adjourned late in the afternoon until nine A.M. tomorrow, when financing of COMPO, consideration of appointment of a full-time, paid executive vice-president and discussion of COMPO activities will be taken up. The intention is to conclude the work and adjourn by noon.

Officers elected in addition to Depinet are:

Trueman Rembusch, first vice-president; Gael Sullivan, second vice-president; Robert J. O'Donnell, third vice-president; Abel Green, fourth vice-president; Roy Brewer, fifth vice-president; Leo Brecher, secretary, and Harry Brandt, treasurer.

Officers elected today will serve temporarily until a new election which will take place following incorporation of COMPO.

One of the changes in the by-laws, which are published in full in adjoining columns, further stiffens the original ban upon COMPO participation in trade practices. Consequently, the present meeting is not expected to stub an unwary toe on what promised in advance to become a sensitive issue here. Although activities of the new organization will not be fully discussed until tomorrow's session, there is no indication that even a proposal to permit COMPO to sponsor an industry arbitration system will be made. If it is, and meets with opposition, as it appears certain it would, such a proposal would be abandoned at once.

The morning session was consumed entirely by Depinet's opening address as chairman of the predecessor Conference Committee of the Motion Picture Industry; by the presentation of the by-laws, and by the report of Abram F. Myers as chairman of COMPO's taxation and legislative committee which waged the highly successful industry campaign against the Federal admission tax.

Back Repeal Fight

The delegates decided unanimously to back a continued fight for full repeal of the admission tax. Myers was authorized to draft a statement outlining the industry's stand. He will write it tonight and following formal approval by the group tomorrow it will be released.

At the session tomorrow morning the delegates will consider methods of further financing the tax repeal campaign.

In the meeting's opening address, Depinet cited the Spigelgass resolution that was approved last August at the initial COMPO meeting, namely that "the motion picture industry reaffirms its faith in a responsibility to the American people."

He went on to say that today's meeting was scheduled "so we can button up the first phase of COMPO where we started." He said he earnestly hoped "the same fine feeling and high ideals that guided our deliberations during that memorable meeting will prevail again."

Depinet said "the eyes of our industry are upon us all this livelong day—and tonight—and tomorrow, if necessary. They are looking to see if—just nine months after COMPO was conceived here—we will finally give birth to a healthy, virile and workable COMPO."

He said the need for COMPO "is more apparent every day," and cited editorials in MOTION PICTURE DAILY and *Film Daily* that substantiated this view.

Indicating what COMPO can do for the industry, Depinet recalled a recent statement by Walter Reade, Jr., of TOA, who recommended research into why "so many people above 30 years of age are not attending movies." Research, Depinet reminded, is one of COMPO's objective.

The chairman pointed to the "magnificent accomplishment" of the COMPO committee on taxation and finance, headed by Myers, as an example of what the organization has done.

Principal controversial business for tomorrow's morning session is selection of an executive vice-president. This evening dozens of names of possible candidates were mentioned in informal conversations. Names frequently mentioned were Henderson M. Richey and Arthur Mayer. The executive vice-president and his office assistants are to be the only paid persons with the exception of a bookkeeper to assist the treasurer.

In attendance were: Leo Brecher and Oscar Doob, MMPTA; Art Arthur, MPIC; Abel Green and Jack Alicoate, trade press publishers; Rotus Harvey, PCCITO; Marvin Faris, SIMPP; Robert J. O'Donnell and Marc Wolf, Variety Clubs; Trueman T. Rembusch, Nate Yamins, Abram F. Myers and Jack Kirsch, Allied; Gael Sullivan and John Balaban, TOA; chairman Ned E. Depinet and William Rodgers, MPAA; Max Cohen and Harry Brandt, ITOA. MPAA vice-president Francis Harmon acted as meeting secretary and Henderson M. Richey and Leon Bamberger served as aides to the delegates. Gunther Lessing who was to have attended in behalf of SIMPP was detained on the Coast.

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By-Laws of the Council Of M. P. Organizations

Article I
NAME AND OBJECT

Section 1. The name of this corporation (hereinafter called the Council) shall be

COUNCIL OF MOTION PICTURE ORGANIZATIONS, INC.

Section 2. The principal office of the Council shall be in the City and State of New York, or such other place as the Executive Board may decide.

Section 3. The objects for which the Council is created are: (a) to increase the prestige of the motion picture industry; (b) to foster the common interests of all its branches and branch organizations, and (c) to enlist all members of the industry in improving the industry's public relations—

1. By collectiong and disseminating information about the industry, its problems, its product, its patrons, and its employees:
2. By cultivating new patrons for theatrical motion-pictures;
3. By developing the general usefulness of the motion picture and publicizing its services to the local community, the nation and the United Nations;
4. By furthering those matters in the public relations field which pertain more particularly to the relationship of the 238,000 people in the industry with one another; and
5. By opposing discriminatory taxation, encroachments upon the freedom of the screen and other unfair and restrictive regulations.

Nothing in the foregoing shall be considered to authorize the Council to represent the members in matters pertaining to the licensing of motion picture films or trade practices.

Article II
MEMBERSHIP

Section 1. There shall be two classes of members of the Council, to-wit: Charter members and Industry members.

(*Continued on page* 5)

Congress Fo
Repeal: Myer

(*Continued from page* 1)

Ways and Means and Fina[illegible] C
mittees, would pass both ho[illegible].”

Myers indicated that his con
mittee, looking toward th
eventual preparation of a d
tailed report, is seeking to o
tain from area chairmen con
plete information concernir
the organization and operatior
of the various committees th
assisted the Compo unit.

While Myers was critical of the
of cooperation in some territo
which did not follow the general
tern of the committee's drive,
pointed out that this was reflecte
the tabulation of Congressmen,
stressed that the flexibility of the
made it possible for every territ
to do a thorough job. He gave
figures which show that more t
15,000,000 petitions were sent to C
gress, 11,000 one-sheets, 4,000 dis
cards and 8,200 trailers were
chased by theatre owners, and reve
that the sum of 3,500 personal
knowledgements of letters were m
by Congressmen to their constitue

"For almost five months ou
committee has functioned an
has carried on with the zeal o
righteousness that emanate
from an industry discriminate
against," Myers declared. H
recommended that the taxatio
committee should be either dis
continued or some agency se
lected to carry on for total re
peal, but added that his com
mittee members felt that i
should continue to be Comp
activity. The recommendation
made in Myers' report, whic
included additional financing
will be taken up in detail late
in the Compo meeting here.

He pointed out that 32 Senators
198 Congressmen have gone on rec
for total repeal and that 34 Senat
and 151 Congressmen favor a cut.

Myers paid tribute to th
assistance rendered in the anti
tax fight by Herman Robbin
and National Screen; H. M
Richey, Gael Sullivan, Harr
Buchanan of Hendersonville
N. C., and to his own office staf
and the Allied Association "wh
have been without the service
of their general counsel during
the campaign."

Compo Votes Modest Budget, Officer Pay

Chicago, May 8. — The delegates at the COMPO organizational meeting here today agreed that the new organization will operate on a modest budget and that the executive vice-president will be in the so-called medium salary range. A number of the delegates expressed opposition to having any high salaried executive on COMPO.

(*Continued from page 4*)

rter members of the council are the ing organizations:
ed States Association of Motion cture Exhibitors
pendent Theatre Owners Association
ropolitan Motion Picture Theatre sociation
ion Picture Association of America
ion Picture Industry Council
fic Coast Conference of Independent heatre Owners
ety of Independent Motion Picture oducers
atre Owners of America
Committee of Trade Press Pub- hers
ety Clubs International

n the adoption of these by-laws the ns above-named shall be deemed en elected Charter members of l and the incorporators, upon the on of these by-laws, shall be auto- lly deemed to have resigned as ers of the corporation.

stry members shall be those other zations or organized groups or in- als, firms or corporations invited to e Council who are admitted to mem- p by unanimous vote of the Executive

Article III

THE EXECUTIVE BOARD

ion 1. The property of the Council s business and affairs shall be man- and controlled by a Board of Direc- ereinafter called the Executive Board.

ion 2. The members of the Execu- Board, selected as hereinafter provid- Section 4, need not be members of rporation.

ion 3. The Executive Board shall t of the number of directors equal to the number of the Charter members Council.

ion 4. Each of the Charter members e entitled to select and nominate two rs to be elected to the Executive at the annual meeting of the mem- f the Council.

ion 5. The term of office of each di- shall be for one year and until his sor shall be elected and shall qualify, ed, however, that in the event any r of the corporation shall cease to be t any time for any reason, the term ce of the two directors elected after on and nomination by such member nt to these by-laws shall, ipso facto, forthwith and the size of the Execu- oard shall be reduced accordingly.

ion 6. In the case of any vacancy in xecutive Board arising by reason of resignation, or any other cause dur- e interval between annual meetings Council, the member who originally d and nominated such director shall and nominate a new director, for n to fill such vacancy at any meet- the Executive Board which takes after the occurrence of any such y.

Article IV

ETINGS OF THE EXECUTIVE BOARD

ion 1. The Executive Board shall egular meetings not less than semi- ly at such time and place as it shall ate by resolution.

ion 2. Special meetings may be held the call of the President or upon request addressed to the Presi- y at least three members of the tive Board representative of three te Charter members.

on 3. The Executive Board may pecial meetings at the office of the ation or at any other place it may ime to time by resolution determine.

ion 4. Notices of regular meetings e dispatched by registered mail two in advance of the date of the regu- eting and shall designate the nature business to be transacted at such g.

on 5. Notice of any special meeting be either by letter or telegraph, ating the nature of the business to ansacted at such meeting. One notice shall be given by letter and at our days' notice shall be given by ph.

on 6. The members of the Executive may waive in writing notice of any or special meeting.

on 7. At any regular or special meet- the Executive Board a quorum shall of at least seven directors repre- ve of seven Charter members, re- ely.

on 8. The unanimous vote of all of mbers of the Board present shall be ry to constitute the action of the For the purpose of voting the votes two representative directors of any r member shall be counted as one

on 9. At each regular or special g of the Executive Board, if items of s are transacted which are not in- in the notice of the meeting, then taken with respect to such items e valid for all purposes if approved written assent of all of the mem- f the Executive Board.

on 10. Any acts of the Executive

By-Laws of the Council

Board, if approved by the written assent of all of the members of the Board, shall be valid for all purposes with or without a meeting.

Article V

ANNUAL MEETING OF MEMBERS

Section 1. The annual meeting of the Council following the first annual meeting shall be held on the third Monday of January in each year at the principal office of the Council at 2:00 o'clock in the afternoon, except that if the Executive Board determines that any annual meeting be held at a place designated by it, it shall be held at such place.

Section 2. Notice of any annual meeting following the first annual meeting shall be given to the members by mail not less than ten or more than forty days before the annual meeting. The notice shall specify the time when and the place where the meeting is to be held.

Section 3. The agendum of the annual meeting shall be approved in advance by the Executive Board and no action shall be taken on any matter at the annual meeting unless it shall be specified in the agendum approved by the Executive Board, except that any member of the Council may submit to the Executive Board not later than one week prior to the date of any annual meeting any matter to be taken up at the annual meeting and if at least five members of the Executive Board representative of five Charter members so request in writing, the matter shall be placed on the agendum.

Section 4. Special meetings of members of the Council may be called upon order of the Executive Board or upon the written request of not less than five members of the Executive Board representative of five separate Charter members.

Section 5. Special meetings shall take place at the principal office of the Council or at such place as the Executive Board designates.

Section 6. Notice of each special meeting shall be given to each member of the Council by mail not less than ten or more than forty days before the meeting and shall state the purpose or purposes for which the meeting is called, the time when and the place where it is to be held. No business other than that specified in the notice shall be transacted at any special meeting.

Section 7. At each annual and special meeting each Charter member and each Industry member shall have one vote. Each Charter or Industry member which is an organization shall have one representative designated by it and may appoint alternates and advisers to its representative. Such representatives shall have and may exercise all the powers, rights and privileges of the member.

Section 8. Except as otherwise provided in the by-laws, decisions at annual and special meetings of members of the Council shall be taken by a majority of the members present and entitled to vote. The presence of one-third of the members entitled to vote shall be necessary to constitute a quorum. Every member entitled to vote at any meeting of the Council may so vote by proxy.

Section 9. At all meetings of the Council, the usual parliamentary rule as laid down in Cushing's Manual of Parliamentary Law shall be followed unless in conflict with these by-laws:

Section 10. Every motion or resolution which shall be made or offered at any meeting of the Council shall at the request of the Secretary be reduced to writing and furnished to the Secretary before the question shall be put. All action taken in such meeting shall be recorded by the Secretary as a part of the minutes of the meeting in a book to be kept for that purpose.

Article VI

OFFICERS

Section 1. The Council shall have a president, one or more vice presidents, an executive vice president, a secretary and a treasurer, all of whom except the executive vice president shall be members of the Executive Board.

Section 2. The powers and duties of the President shall be to call and preside at meetings of the members and of the Executive Board and in general to act as official head of the Council.

In case of the absence or disability of the President the first Vice President shall take his place and perform his duties, succeeded in turn by the second Vice President and in succession.

Section 3. The President and first Vice President of the Council shall not come from the same branch of the industry during any one year.

Section 4. The Executive Vice President shall be the chief administrative officer of the Council. He shall be a member ex officio of all committees and shall have such powers and duties as may be delegated to him by these by-laws or by the Executive Board, which shall fix the conditions and term of his office. He shall be subject to the general supervision of the President and of the Executive Board.

Section 5. The powers and duties of the Secretary shall be generally to do and perform such functions and duties as are incident to the office of Secretary under the supervision of the President and the Executive Board; to keep full and complete records of the proceedings of the Executive Board and of meetings of members of the Council; to keep the seal of the Council and to affix the same as required; to cause notice to be given of all meetings in accordance with the provisions of these by-laws; and to perform such other duties as the President or Executive Board may from time to time determine.

Section 6. The powers and duties of the Treasurer shall be to have the care and custody of all the funds and securities of the Council; to keep full and accurate account of receipts and disbursements and the books belonging to the Council; to deposit all moneys and other valuable effects in the name of and to the credit of the Council in such depositories as may be designated by the Executive Board. He shall render to the President and to the Executive Board whenever they may require it an account of all his transactions as Treasurer and of the financial condition of the Council. He shall make a financial report at each annual meeting of the members.

Section 7. Each of the officers shall be elected by the Executive Board for the term of one year and until a successor shall be elected, except that the Executive Vice President may be elected for a term of more than one year.

Section 8. The officers of the Council, with the exception of the Executive Vice President, shall serve without compensation. The Executive Vice President shall be entitled to receive such salary as the Executive Board may authorize and the Council, with the authority of the Executive Board, may enter into an appropriate contract of employment with the Executive Vice President.

Article VII

FUNDS AND BUDGET

Section 1. There shall be no entrance fees, dues or assessments for charter members.

Section 2. The Executive Board may prescribe entrance fees and annual dues for industry members.

Section 3. The funds of the Council shall be derived from payments made by industry members and from contributions from organizations or persons, firms or corporations endorsing the aims of the Council.

Section 4. The Executive Board shall devise an equitable formula for providing necessary funds and develop ways and means to secure the wide acceptance of this formula throughout the industry.

Section 5. The expenditure budget of the Council shall be prepared annually by the Executive Vice President and submitted by him to the Executive Board which, after approval or revision, shall submit the budget, with its recommendation, to the annual meeting of members of the Council for adoption or revision.

Article VIII

COMMITTEES

Section 1. The Executive Board shall have the power to appoint committees of the Council composed of members of the Executive Board or of members of the Council or expert advisors as the Board shall deem appropriate.

Section 2. The Executive Board shall have power also to constitute and designate committees in regional areas such as exchange territories or States and to prescribe the powers and duties of such committees in carrying out the aims of the Council.

Artcile IX

SEAL

Section 1. The Seal of the Council shall be inscribed of the following words:

COUNCIL OF MOTION PICTURE ORGANIZATIONS, INC.

together with a design deemed appropriate by the Executive Board.

Article X

AMENDMENT OF BY-LAWS

Section 1. These By-Laws may be amended at any regular or special meeting of the Executive Board by unanimous vote of the Board provided written notice of the proposed amendment shall be given to each member of the Executive Board at least twenty (20) days prior to the meeting.

Producers of Theatrical or Industrial Motion Pictures

Television Spots or Shows

ACTION! CAMERA!

Hal Roach Studios, Inc., has what *you need.* —The Roach Package Unit, designed as a ONE COST PLAN, includes the finest and most modern sound stages, dressing rooms, offices, cameras and electrical equipment, latest Western Electric Sound, cutting rooms, projection rooms including large 200-seat theatre, commissary on the lot, large selection of stock units and many other services. Whether it's an idea or a discussion of financing and possible deferments, this service, under our new organization plan, is now available. Our highly trained staff takes pride and personal interest in doing the finest job with *your project.*

***Our* COSTS *to You Are* LOWER**

HAL ROACH STUDIOS, Inc.

30 Years Same Location

8822 W. Washington Blvd., Culver City, California
TExas 0-2761 — VErmont 8-2185

He gives the scene its heartbeat...

THIS meeting of mother and child is no make-believe—not to the movie-goers!

To them, it is as real as life itself, thanks to the director of the picture. Through his perceptive handling of action, dialogue, and camera, he has given the scene its human touch, its heartbeat . . . made the audience feel its warmth, its mood—and live the moment, one with the personalities on the screen.

And this achievement is the mark of his mastery of the dramatic; the gauge of his creative contribution to the motion picture art.

But if such artistry is to have full expression, the director must have the assistance of film that gives him ample freedom to achieve the effects he desires. This freedom he finds in the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

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DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

67 NO. 90 NEW YORK, U. S. A., WEDNESDAY, MAY 10, 1950 TEN CENTS

ıare-the-Cost an of 20th : 500 Houses

›ther 500 Pay Their ı Campaign Ad Costs

e 20th Century-Fox share-the- institutional advertising offer exhibitors to promote the vies Are Better Than Ever" aign have already been used by than 500 theatres in the U.S., company's home office reported rday.

addition, it is estimated that ›ther 500 theatres have in- ted their own institutional s, bearing the full cost of campaign.

e 20th-Fox institutional ads, first ınced at the Chicago "Showman- Meeting in March, were offered 50-50 share-the-cost basis. En-

(*Continued on page* 5)

ıfield Holds More owmen's Confabs

eeting in Paris with Continental gers, their sales representatives ıdvertising heads, Charles Einfeld, tising-publicity vice-president of Century-Fox, yesterday detailed

(*Continued on page* 5)

. & M. File Against WC and Distributor

Los Angeles, May 9.—Fan- ıon and Marco has filed a ederal Court suit against ıajor distributors and Fox est Coast charging viola- on of the anti-trust laws in epriving the Baldwin The- tre, 1,800-seater opened last ugust, of first-run product. he complainants, who also perate the Paramount Hol- wood and Paramount Down- own, ask treble damages otaling $300,000 and an in- unction against the continued ithholding of first-run films.

COMPO Picks Permanent Slate; Will Fight Tax

Fight on Tax Will Continue

Chicago, May 9.—The tax and legislative committees of the Council of Motion Picture Organizations won a vote of confidence from the parent organization here today with a pledge of COMPO's "full support" of the committee's fight for complete elimination of the Federal admission tax

(*Continued on page* 5)

150 Operators at K. C. Drive-in Meet

Kansas City, May 9.—More than 150 drive-in operators from 20 states, including officers and members of Allied units from many exchange centers, participated in the drive-in conference, and viewed an equipment show, sponsored by the Allied Independent Theatre Owners of Kansas-Missouri today at the Hotel Phillips here. Several women, engaged in

(*Continued on page* 6)

New Officers to Take Over When Charter Is Approved in Few Weeks; Voluntary Fund Contributions Slated to Start Next Sept. 1

By MARTIN J. QUIGLEY, JR.

Chicago, May 9.—With an early nine o'clock start today, the Council of Motion Picture Organizations' delegates meeting at the Drake Hotel here and working harmoniously, in three hours chose permanent officers, pledged the industry to continue the fight for total repeal of the 20 per cent Federal tax on admissions and picked Sept. 1, 1950, as the starting date for voluntary contributions of one-tenth of one per cent of film rentals by exhibitors and distributors for COMPO financing.

Selection of the chief, full-time, paid officer, the executive vice-president, was deferred until the qualifications of potential candidates are studied by a new committee, appointed today.

New COMPO officers, who will replace the temporary officers named yesterday as soon as COMPO has been formally incorporated under the laws of New York State, are:

Ned E. Depinet, president;

(*Continued on page* 5)

TVA Makes Bid for Nationwide Election

Countering Screen Actors Guild's recent bid for a National Labor Relations Board election among Coast talent, the Television Authority moved yesterday to put the jurisdictional dispute between the two unions on a nationwide basis by calling on the NLRB here to authorize an election on a national scale.

The unions, both members of Asso-

(*Continued on page* 4)

COMPO's First-Year Slate of Officers

The following slate of officers will be nominated for a one year term starting with formal incorporation of the Council of Motion Picture Organizations, expected in about two weeks. The slate will replace the interim officers named in Chicago on Monday.

***President:* Ned E. Depinet.**

***Vice-Presidents:* Ellis Arnall, Harry Brandt, Leo Brecher, Roy Brewer, Abel Green, Rotus Harvey, Sam Pinanski, Ronald Reagan, Trueman Rembusch.**

***Treasurer:* Robert J. O'Donnell.**

***Secretary:* Francis Harmon.**

Films Unobtainable for Phonevision, Says McDonald

Hollywood, May 9.—First unqualified admission by Zenith Radio president Eugene F. McDonald that he has been unable to obtain the desired product for Phonevision tests is contained in a statement issued by a Zenith spokesman here today.

Statement reads in part: "Commander McDonald repeatedly has sought to rent good motion pictures for this test which involves only 300 Chicago homes and, estimating four viewers per television receiving set, to pay for films at the same rates paid by any 1,200-seat theatre. Producers have refused to rent pictures

(*Continued on page* 6)

Rich Leaving Warner To Enter Exhibition

Charles Rich, Warner Brothers Central district manager, with headquarters in Cleveland, has resigned, effective today. Rich, who has been with Warner for 27 years, resigned to enter theatre business for himself.

He started as a salesman in Warner's Washington branch, was promoted to branch manager in Pittsburgh in 1934, to Metropolitan district manager in 1936, branch manager in Buffalo in 1938, Cleveland in 1940, and to Central district manager in 1943.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

My Friend Irma Goes West - 3 SWELL NEW SONGS BY LIVINGSTON & EVANS!

A HAL WALLIS Production from Paramount

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

LOUIS B. MAYER has returned to the Coast after visiting New York, Miami and Louisville.

•

Frank Nugent, screen writer visiting New York from the Coast, will be interviewed today on the "Luncheon at Sardi's" radio program and will make a guest appearance one week from Thursday on the "This Is New York" program.

•

Mike L. Simons, assistant to H. M. Richey, M-G-M exhibitor relations chief, will address the annual convention of the MPTO of Georgia at Atlanta, May 21-23.

•

Robert J. O'Brien and Jay Rabinowitz of United Paramount Theatres left here yesterday for Chicago and will return on Friday.

•

William Goetz, in charge of production for Universal-International, is here from the Coast for home office conferences.

•

Leo Seligman, treasurer of Regal Television Pictures, will leave here Friday for a three-week visit to the Coast.

•

Silas F. Seadler, M-G-M advertising manager, is visiting the company studios following a vacation in California and will return here Monday.

•

Edward L. Hyman, United Paramount Theatres vice-president, will leave here today for Buffalo and Rochester.

•

James R. Grainger, Republic sales vice-president, and Walter L. Titus, Jr., left here yesterday for Detroit.

Harrity and Mamula Quit Selznick Friday

With Carol Reed's "The Third Man" launched in key cities, Aileen Brenon Harrity and Nick Mamula have resigned their publicity posts here with the David O. Selznick enterprises, effective Friday.

Mrs. Harrity was director of magazine publicity while Mamula handled newspaper, trade paper, syndicate publicity and exploitation. The two joined the Selznick organization three years ago.

Renews Skouras 'Parade'

"Talent Parade," one-hour amateur variety show over WOR-TV, has been renewed for an additional 13 weeks starting May 20. Warren Hall replaces Tiny Ruffner as the host. The show is presented in cooperation with Skouras Theatres.

Fifth for Green-Hyams

New York's most modern art theatre will be built this summer at East 58th Street between Lexington and Park Avenues, by Joseph Green and Michael Hyams, owners of the Little Cinemet and three other local theatres.

10 from Home Office Will Attend Three M-G-M Field Meets

Ten home office executives will attend all three "Say It with Pictures" sales meetings to be held by M-G-M at the Hotel Astor, New York, May 15-16, the Ambassador East Hotel, Chicago, May 19-20, and the St. Francis, San Francisco, May 24-25.

Heading the New York contingent will be William F. Rodgers, who will preside at all sessions; Edward M. Saunders, Charles F. Reagan, Howard Dietz, Silas F. Seadler, John Joseph, Dan S. Terrell, Henderson M. Richey, M. L. Simons, and William B. Zoellner. Also, Jay Eisenberg and Pincus Sober of the legal department will attend the New York meeting.

Home office assistants to field sales managers also will be on hand for the individual meetings encompassing their respective areas. At the Astor meeting, Paul J. Richrath, assistant to John B. Byrne, Eastern sales chief, and Leonard Hirsch, assistant to Rudolph Berger, Southern sales head, will sit with the 56 men from the field. At Chicago, Sid Lefkowitz, home office aid to Burtus Bishop, Jr., Midwestern head, and Charles F. Deesen, assistant to John J. Maloney, Central sales chief, will increase the attendance at the Ambassador East to 83. Irving Helfont, New York contact for George A. Hickey, Western head, will attend in San Francisco.

Schary to Address Meet

Dore Schary, M-G-M production vice-president, will be one of the principal speakers at the company's sales meeting which will be held here on Monday and Tuesday. He is currently conferring here with Nicholas M. Schenck, Loew's president, on production plans for the remainder of the year.

Sachson to Represent Stillman Productions

Arthur Sachson, former general sales manager for Samuel Goldwyn Productions, has entered a deal with Robert Stillman Productions to represent the new producing company on sales. The pact initially is for three pictures, "Sound of Fury," "Queen for a Day," and one as yet untitled, all for release by United Artists. Sachson also is producer's representative for "The Capture," Niven Busch-RKO, and for " Admiral Was a Lady" and "The Gun" (tentative title), Jack M. Warner-UA.

Dick Weaver is representing Stillman here on publicity and advertising. He had been in the legitimate production field and has been associated with the Theatre Guild, Universal, Paramount and UA on various picture deals.

Mark Levant Dead

Hollywood, May 9.—Mark Levant, concertmaster at the M-G-M and Columbia studios and a film musician for the past 13 years, died yesterday at his home here. The widow, a daughter and his parents survive.

EL-FC Merger Deal 'Cold': Bernhard

Talks looking to a merger of Eagle-Lion and Film Classics have broken off, it was indicated here yesterday by F. C. president Joseph Bernhard, who confirmed a report that the deal was "cold."

Bernhard, E-L executive vice-president William C. MacMillan, Jr., Boston banker Serge Semenenko, and industrialist Robert R. Young are understood to have conferred again recently on a possible consolidation. Young is principal stockholder of Pathe Industries, E-L parent company.

Says 'Jackie' Will Gross $2¼-Million

William J. Heineman, Eagle-Lion distribution vice-president, predicts a $2,250,000 national gross for "The Jackie Robinson Story," in which a large number of E-L executives and employes have financial interest. The E-L sales chief accompanied his prediction with the estimation that only about five per cent of the South will bar the picture from showing.

The picture, which cost under $500,000 to produce, will have its world premiere at the Astor Theatre here on May 16. Heineman said that in addition to this and the opening on following day in Buffalo, the film has been dated for 11 cities so far. These include Providence, Boston, Syracuse, Cleveland, Canton, Detroit, Philadelphia, Pittsburgh, Washington, Baltimore and Chicago.

'Jackie Robinson' Preview Held Here for Press

"The Jackie Robinson Story," starring the Brooklyn ballplayer, was previewed last night by Eagle Lion for members of the press, and others, at the Museum of Modern Art here, following a dinner at the Gotham Hotel.

William Moffat Quits British-Pathe Post

London, May 9.—Severing a long association, William Moffat has resigned as managing director of Associated British-Pathe, Ltd., over differences of opinion between himself and members of the directorate. The company is headed by Sir Philip Warter.

R. M. Gram, Early Owner

Buffalo, May 9.—Rudolph M. Gram, 79, owner of the Sylvia Theatre for 29 years, died this week following a heart attack in the home of friends. Together with his wife, Margaret, and Mr. and Mrs. Albert C. Behling, Gram opened the Sylvia in 1921. He was a member of the Motion Picture Theatres Owners of Western New York. Surviving besides the widow are a son, Herbert R., and a daughter, Mrs. Norman E. Scott.

Newsreel Parade

PRESIDENT TRUMAN em ing on his tour and the fir floods in Canada are current reel highlights. Other items in the Kentucky Derby and Eliz Taylor's wedding. Complete co follow:

MOVIETONE NEWS, No. 38—Ca fire and floods. President Truman sta tour of 16 states. Dachau Camp Men North Sea rescue drama. Sport Kentucky Derby provides thrill

NEWS OF THE DAY, No. 272—Ca fire. President Truman goes on tour states. Dachau Memorial. Weddin Elizabeth Taylor. Sports: The 76th tucky Derby at Churchill Downs.

PARAMOUNT NEWS, No. 75—Can fire. President Truman goes on to 16 states. Elizabeth Taylor's wedding. 76th Kentucky Derby seen by some turf fans at Churchill Downs.

TELENEWS DIGEST, No. 19-A— retary of State Dean Acheson leave Europe. President Truman on tour. ington Red probe. Holland fair. L British carrier. Tennis. Fifth annive of VE Day.

UNIVERSAL NEWS, No. 350—Can fire. Rescue in the North Sea. New Big fall in narcotics. Swiss Army on pa Kentucky Derby seen by 90,000 turf at Louisville's Churchill Downs.

WARNER PATHE NEWS, No. People in the news: Dean Acheson, dent Truman and Eleanor Parker. Chr strike. Canadian disasters: fire and Sports: Kentucky Derby at Chu Downs in Louisville.

Skouras and Zanu Sponsor Bond Fil

Theatre-goers of the nation wil alerted to the urgency of the fo coming Independence Bond D through a special trailer produced 20th Century-Fox, under the spon ship of Spyros P. Skouras and Da F. Zanuck. The trailer, which s Bill Lundigan, is said to be a de ture from the usual type in that i not a direct appeal for funds bu portrayal of the need for the comp support of everyone in the drive.

Under the coordination of Edm Reek, chief of 20th's Movietone N and chairman of the newsreel c mittee for the drive, arrangeme have been made for all five newsr to carry the trailer on May 12.

Honor French Visitors

A reception in honor of the th French film delegates will be gi here today at the Harvard C by the Advisory Unit of Fore Films of the Motion Picture Asso tion of America. The delegates Georges Lourau, president of U France Film; Pierre Frogere president of French Producers Syn cate, and Robert Cravenne, execut director of Uni-France Film.

A. R. Hadley, 81

Word has been received here of death on May 4, of A. R. Hadley, of Ada, Oklahoma, a retired oil b ker. Hadley is survived by the wido four sons—Hap, head of the H Hadley Art Studio, which numb many film companies as its clien Arthur, Ted, free-lance industry a ist; Robert, art director of Eag Lion, and two daughters.

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FIRST CENSUS REPORT!

Our Survey shows that: "150 MILLION AMERICANS LOVE TO LAUGH!"

•

And they're flocking to see M-G-M's "THE REFORMER AND THE REDHEAD"

★

-G-M Presents JUNE ALLYSON • DICK POWELL in "THE REFORMER AND THE REDHEAD • David Wayne • Cecil
ellaway • Ray Collins • Robert Keith • Screen Play by Norman Panama and Melvin Frank • Based on a Story by Robert
arson • Produced and Directed by NORMAN PANAMA and MELVIN FRANK • A Metro-Goldwyn-Mayer Picture

'49 Dividends Down 15%: US

WASHINGTON, May 9.—The motion picture industry had publicly-reported cash dividends of about $45,600,000 in 1949, compared with $54,205,000 in 1948, according to final figures of the Commerce Department. This was a drop of a little better than 15 per cent.

Preliminary Commerce Department figures had put the 1949 total at $40,855,000. Official revised figures dropped it to $39,274,000, but after the official tabulation, a report was received of a better than $6,000,000 dividend by the Stanley Co., which boosted the total to the $45,600,000 figure.

Commerce usually figures publicly-reported cash dividends at about 65 per cent of all dividends.

Stanley, even with the late dividend, accounted for a major share of the 1948 to 1949 drop, with Paramount, Warner and RKO all helping, Commerce said.

The revised official monthly figures, which do not include the late Stanley dividend, follow: January, $3,435,000; February, $215,000; March, $6,937,000; April, $2,491,000; May, $215,000; June, $6,843,000; July, $2,548,000; August, $490,000; September, $6,843,000; October, $2,299,000; November, $115,000, and December, $6,843,000.

Experienced
Estate Management
for Motion Picture
People

Skill and experience count heavily in the management of estates which include motion picture interests. That's why Bank of America is so often named Executor and Trustee in the wills of individuals prominent in this industry.

If your holdings include properties connected with the motion picture field, why not protect your dependents by appointing Bank of America Executor and Trustee in your will? A Bank of America Trust Officer will be glad to talk it over with you. Just phone the Trust Department, Madison 6-7244; or write 660 South Spring Street, Los Angeles.

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Reviews

"Father of the Bride"

(Metro-Goldwyn-Mayer) *Hollywood, May 9*

ANY exhibitor troubled with skeptics who question his assertion that "Movies Are Better Than Ever" can prove it with this picture. And it wouldn't be a bad or dangerous idea to invite them to come and see it on a double-your-money-back guarantee. It is that good. It is as good as the best comedy in recent memory, and in certain respects—notably in the universality of its appeal as concerns age brackets and taste standards—it is better. These are big assertions, but not big enough to outline the dimensions of a production that satisfied customers may be talking about after many of today's box-office leaders are forgotten.

Spencer Tracy, Joan Bennett and Elizabeth Taylor are the marquee personalities with which to bill the attraction, and an exhibitor who calls these their best performances will be well within the facts. But neither this nor any conceivable listing of stellar names can convey so much to the millions who read Edward Streeter's best-seller, in book form or in the *Reader's Digest* condensation, as the title itself. Those millions are numerous enough to guarantee the picture a big opening and, when word-of-mouth starts buzzing, all of the other millions there are should come running.

The entertainment which they will go to see is not readily describable in formal synopsis. The picture tells an experience, rather than a story. It is the experience with which a father collides (and that's the word) when his daughter marries. The picture begins with the daughter's off-handed announcement that she has chosen a mate and they are going to be married in a few days, weeks or months. It continues through the uneasy early stages of making the young man's acquaintance, into the madly mounting tensions of wedding preparations, through the feverish announcement party, the near-collapse of the whole enterprise, the suddenly and wonderfully sacred marriage ceremony itself, the wild melee which ensues, and ends with the exhausted, still bewildered but serenely happy father of the bride taking his own likewise exhausted but completely unbewildered bride into his arms in the shared knowledge that all this is life and love and priceless.

Now these are rare materials with which to work in making a picture. In clumsy hands they could have come to nothing, or to something pretty bad. In the hands of producer Pandro S. Berman, director Vincente Minnelli and screenplaywrights Frances Goodrich and Albert Hackett, they have yielded an entertainment rich in humorous content, intimate in human appeal, impeccable in point of good taste and moral connotation. The end result is a rare treat for theatre-goers, theatre owners, and the art-industry of the motion picture.

Don Taylor, Billie Burke, Leo G. Carroll, Moroni Olsen, Melville Cooper, Taylor Holmes, Paul Harvey, Frank Orth, Rusty Tamblyn, Tom Irish and Marietta Canty are principal members of the supporting cast.

Running time, 92 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"Love That Brute"

(20th Century-Fox)

THOUGH a brash reproduction of the Chicago underworld in the tumultuous prohibition era is offered here, no one gets hurt. "Love That Brute" is played for laughs and is equipped to score: Paul Douglas is an ideal fit as the soft-hearted kingpin of the town's gangsterism; the play has an assortment of amusingly colorful characters of the "hard guys and dolls" variety, and the story line is good satirical humor all the way through. These make a winning combination of entertainment values, easily translatable into prosperous box-office terms.

Karl Tunberg, Darrell Ware and John Lee Mahin did the writing for the Fred Kohlmar production and Alexander Hall directed. Co-starred is Jean Peters, a very attractive young miss who is invited by Douglas to serve as governess. Being a bachelor, he adopts a youngster to make good the hasty offer which had been spurred by romantic inclinations. Cesar Romero is appropriately slick as Douglas' rival in the rackets and Keenan Wynn plays Douglas' lieutenant in amusing fashion. Joan Davis is one of the gals involved and Arthur Treacher is a pistol-packing butler.

Having been pushed around by the racket boys, Douglas decides to enter the field himself. He climbs to the top at a rapid clip, is supposed to have 12 killings to his credit, and is established as one tough hombre. But being a softie at heart, Douglas' "victims" never meet death; instead they are jailed in his cellar. But his attachment to Miss Peters eventually leads to his departure from the illicit beverage trade so that he can go on the straight and narrow, hand in hand with her.

Peter Price is the youngster who Douglas adopts, a precocious boy who seems capable of taking over a gang of hoodlums all his own; he is talented. J. C. Flippen, Barry Kelley and Leon Belasco round out the support.

"Brute" appears to be something of a remake of 20th-Fox's "Tall, Dark and Handsome," done in 1940. But enough changes have been made, apparently, not to make it matter at all. It looks like a brand new show, and a good one.

Running time, 85 minutes. General audience classification. For June release.

GENE ARNEEL

25-Cent Warner Dividend

At a special meeting yesterday of the board of directors of Warner Bros. Pictures, a dividend of 25 cents per share was declared, payable July 5 to common stockholders of record on June 9.

Bar Films to Benefits

TORONTO, May 9.—The 10 main distributing companies here will no longer supply free films for benefit performances, most of which take place on Sundays, the companies declared in a joint announcement today.

Bidding Prevails in Salt Lake Area

Salt Lake City, May 9.—The last of the majors to start bidding in the Salt Lake City territory were Warner and Universal - International who today made their product available to all theatres. Their action leaves only Monogram, Eagle-Lion and Republic not open to bidding in this area.

'IA' Resumes 'Raid On UOPWA Guild

IATSE continued yesterday to ha mer away at the strongholds here Screen Employes Guild (UOPWA Thwarted only last week by the N tional Labor Relations Board in a attempt to capture SEG's Monogra "white collar" exchange workers New York, "IA" Motion Pictu Home Office Employes Local N H-63 has hit back, the target this tim being the SEG unit at Monogram home office.

H-63 business agent Joseph M. Co lon declared yesterday that the enti unit has signed up with the "IA local, and that he has filed a petiti with the NLRB for an election t determine whether the incumbent SE has a legitimate claim to the hom office workers' allegiance.

U-I, Pathe Balk at H-63 Pact; Local May Seek Walsh's Aid

IATSE Motion Picture Home O fice Employes Local No. H-63 h made arrangements at membersh meetings to apply to "IA" internatio al president Richard F. Walsh for personal representative to particip in new contract talks with Universa International and Pathe Laborator now underway, according to H- executive vice-president Russell Mo

TVA vs. SAG

(Continued from page 1)

ciated Actors and Artistes of Ameri (AFL), are rivals for control of pe formers in television. TVA is out include video film actors in its juri diction, over the opposition of t SAG.

TVA cited in an election petiti filed yesterday several Coast televisi stations and networks, thus challen ing SAG's request for localized ballo ing. The following telecasters we cited as firms with which the winn of a national election would bargai American Broadcasting, DuMont, C lumbia Broadcasting, National Broa casting, Bamberger Network; Bal ban & Katz, Station WON, and Ho lywood companies Don Lee T KTTV, Inc., KMTR, and Paramou Television Productions.

TVA wants the election to dete mine the bargaining agent for persons engaged as talent by any the above employers on televisi programs, whether "live" or filme

11 ACRES—FILLED LAND
On Belleville Turnpike
Near Radio Station WMCA
At Kearny, N. J.
Opposite Koppers Coke Plant
For Lease or will build
Owner, L. N. Rosenbaum & Son
565 Fifth Ave. New York 17

ırvey Challenges
lons on Repeal

**hicago, May 9. — Rotus
vey, president of PCCITO,
aking: "I'll go into my
atres with trailers to de-
t any Congressman who
es against repeal of the ad-
sion tax. I don't care who
opponent may be in the
election. I'll support the
ın over anyone against
of the tax."**

**was during yesterday's
ussion at the COMPO or-
izational meeting here
t Harvey delivered these
ting words.**

ıt on Tax

(Continued from page 1)

ı any plans the committee may
upon to accomplish that aim.

ım F. Myers, chairman, and
mbers of the committee had
ıended a continued industry
r total repeal of the tax. Some
ıt, and some diffident members
industry had advocated accept-
f the reduction of the tax to
cent, as now proposed by the
Ways and Means Committee.

IPO's resolution adopted today,
and supporting Myers' com-
follows:

EREAS, the Federal 20 per cent
ons tax as applied to motion
theatres is unfair, discrimina-
ıd an abridgement of the free-
f the press, of which motion
are a part, and comes out of
kets of those who can least af-
; and

EREAS, the Committee on Tax-
ınd Legislation has waged a
ous and aggressive campaign
al totally this unfair 20 per
x, and are unanimous in their
that it is imperative that an
ive campaign be made both in
use and in the Senate until this
completely repealed;

, THEREFORE, be it resolved
Council of Motion Picture Or-
ions (COMPO) that the Com-
has earned the deep apprecia-
f the entire industry and
O pledges to the Committee
ı its individual organizations as
the parent organization itself,
port in carrying out any plans
nmittee may decide upon to ac-
h this end."

re-the-Cost Plan

(Continued from page 1)

'Your Pleasure Is All Ours"
m the Proudest Man in Town,"
sought to personalize the local
and manager in order to at-
eater patronage, as well as list-
rthcoming 20th Century-Fox
for the spring and summer.

large circuits have been plan-
elaborate showmanship cam-
for the current season, and are
ed to launch their ads within
xt few weeks. Intra-circuit
are being given by large chains
ıagers who came up with the
mpaigns.

tres have made extensive use
"Movies Are Better Than
slogan in their newspaper ads,
ir marquees, and throughout
dvertising and publicity, it was

Pick Permanent COMPO Slate

(Continued from page 1)

Ellis Arnall, Harry Brandt, Leo Brecher, Roy Brewer, Abel Green, Rotus Harvey, Sam Pinanski, Ronald Reagan and Trueman Rembusch, vice-presidents; Robert J. O'Donnell, treasurer, and Francis Harmon, secretary.

Immediately upon incorporation of COMPO, whose name already has been cleared by the Secretary of State of New York as satisfactory, the executive board will hold its first meeting. At that meeting the foregoing roster of officers will be nominated for a full term of one year. The officers are representative of the 10 charter member organizations within COMPO and, in addition, are geographically representative of all parts of the country.

Represent Organizations

Depinet, president of RKO, represents the Motion Picture Association of America. The nine vice-presidents, alphabetically, represent the Society of Independent Motion Picture Producers, Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association, New York; Motion Picture Industry Council, Hollywood; trade press committee; Pacific Coast Conference of Independent Theatre Owners, Screen Actors Guild and MPIC, Hollywood, and Allied States Association.

O'Donnell, treasurer, represents Variety Clubs International, and Harmon, secretary, is vice-president of MPAA.

Depinet was authorized to name five new committees. One, the committee on management of personnel, will be charged with selection of the paid executive vice-president. Nominations for this key executive post by any organization or individual in the industry, will be considered by this committee. It will then make a recommendation to COMPO's executive board, which must act unanimously thereon.

The other four committees authorized are a committee on organization, which will chart the functional setup of COMPO; committee on finance, which will handle problems incident to the one-tenth of one per cent contribution, and will control expenditures; a committee on additional members for COMPO, such as supply organizations, concession firms, etc., and a committee on planning and program, which will chart the activities of COMPO.

Invites Nominations

Depinet has invited suggestions from all charter members regarding individuals to serve on all five committees.

The by-laws adopted at yesterday's session were amended slightly today to permit the election of officers of persons other than members of the COMPO executive board, which is composed of the two delegates from each of the 10 member groups.

No date was set by the delegates for the next meeting of COMPO but a meeting of the executive board will be held as soon as the charter of incorporation has been approved, probably late this month or early in June.

Kirsch Acts for Rembusch

With the exception of Trueman T. Rembusch, president of national Allied, all delegates in attendance yesterday were present today. Rembusch left for Kansas City to attend a meeting of Allied of Kansas and Missouri, with Jack Kirsch of Illinois Allied taking over his place as delegate.

Last Minute Changes In COMPO By-Laws

Chicago, May 9.—Last minute changes in the by-laws of the Council of Motion Picture Organizations provide that in the case of the absence or disability of the president, the executive board shall designate one of the ten vice-presidents, who shall be listed alphabetically, to take the president's place and perform his duties.

Another change provides that officers need not be members of the Council or of the executive board. Previously, all officers except the executive vice-president would have had to be members of the executive board.

Einfeld Confabs

(Continued from page 1)

showmanship plans launched in the United States earlier this year by the company. The occasion was a luncheon sponsored by the Motion Picture Association of America, with the MPAA's Gerald Mayer presiding, 20th-Fox's home office reported here yesterday.

The Paris get-together was the latest in a series of meetings which Einfeld has attended throughout Europe, discussing the "Movies Are Better Than Ever" program as it applies to the foreign field. Also in attendance and speaking in favor of the showmanship drive were Phil Reisman, RKO Radio foreign chief, A. Schneider, Columbia treasurer, and Joseph McConnville, Columbia foreign chief.

Einfeld is scheduled to address meetings in Brussels today and tomorrow, attended by representatives of American distributors, as well as Belgian exhibitors and distributors. M. Dutilleu, president of the Belgian Exhibitors Association, will preside. He will return to Paris on Friday to hold a similar meeting with representatives of the French industry.

Einfeld will return to New York on Monday, May 22; it had previously been reported that he would return on May 15.

Dubin Joins Davis

Dave Dubin, motion picture executive who of late years has been associated with theatres, has joined Arthur Davis Associates as general manager, in the foreign film field and will develop a national organization to import European product for distribution here. The first release will be the prison film produced in Sweden, "Caged Women."

YES...
THE BOXOFFICE HYPO OF THE YEAR!
THE ONE AND ONLY SUPERMAN in a BIGGER... BETTER... BRAND NEW COLUMBIA FEATURE SERIAL!
ATOM MAN VS. SUPERMAN
—BIGGER and BETTER story and production values!
(Each and every chapter loaded with amazing SUPERMAN feats!)
A BIGGER and BETTER exploitation campaign!
(The greatest in serial history!)
For ANY theatre...ANYWHERE!
Copyright 1950, National Comics Publications Inc.
A COLUMBIA SERIAL

Weather Mild, N. Y. 1st-Runs Ditto; $45,000 for 'Colt'

Business is mild at New York first-runs this week as holdovers dominate a large part of the showcase scene. Mild, too, the weather has been making outdoors an attraction.

"Colt .45" with Denise Darcel and Carl Ravazza's orchestra on stage is going over big at the Strand with an estimated $45,000 likely for the initial week. "No Man of Her Own" with Buddy Rich's orchestra and Jerry Colonna in person at the Paramount might reach $58,000 in a good first week. "House by the River" probably will give the Mayfair an estimated $8,000 in a mild first week.

$114,000 for "Sad Songs"

"No Sad Songs for Me" with a stage presentation at the Music Hall figures to do $114,000 in a reasonably good second week. At the Roxy, "Wabash Avenue" with Louis Armstrong's orchestra and Chico Marx topping the stage bill promises to hit $58,000 in a fair second week.

"The Conspirator" should do an estimated $40,000 in an adequate second week at the Capitol where stage support includes Russ Morgan's orchestra, Joan Edwards and Jackie Miles; "Champagne for Caesar" will open at the Capitol tomorrow. "The Third Man" has about $18,000 indicated for a good 14th week at the Victoria. "Nancy Goes to Rio" is slow at the State where $5,000 is likely for a fifth week; "Nancy" will stay until May 17 when "Annie Get Your Gun" bows in.

"City Lights" Strong

"The Big Lift" is mild at the Rivoli where a second week's gross of $15,500 is indicated. "City Lights" is holding at a strong pace at the Globe where the fifth week's business figures to reach $15,000. "D.O.A." is very impressive at the Criterion which looks for about $18,000 for a second week. "The Golden Twenties" should do about $5,000 in a sluggish fifth week at the Astor; it will stay until May 16 when "The Jackie Robinson Story" will open.

Fair enough, "Tight Little Island" drew about $4,000 in a 19th week at the Trans Lux. "The Red Shoes" should take about $7,300 in its 80th week at the Bijou, showing a nice profit. "Adam and Evalyn" will open at the Park Avenue tomorrow, replacing "A Run for Your Money" which promises about $3,500 in its final five days (fifth week). "The Fallen Idol" has about $5,000 indicated for the 25th week, representing adequate income.

Butterfield, Majors Sued for $1,050,000

DETROIT, May 9. — Charging conspiracy to violate anti-monopoly laws by 11 large theatre and motion picture companies, the K. and B. Co., owner of the Huron Theatre in Pontiac, has filed suit for $1,050,000 in Federal Court here.

Forest Ketzler and Francis Buford, owners of K. and B., charge that W. S. Butterfield Theatres owns five of the six houses in Pontiac and that the Huron is excluded from showing first-run pictures until at least 18 days after they are shown in a Butterfield-owned theatre.

Review

"Motor Patrol"

(Lippert) *Hollywood, May 9*

A NEW and stimulating insight into the activities and responsibilities of the "motorcycle cop" is given in this Lippert production. Produced in collaboration with the traffic division of the Los Angeles Police Department, the film is based on factual material taken from official files. The screenplay by Maurice Tombragel and Orville Hampton, from a story by the former, opens on a hit-and-run killing that turns out to be the first of two murders, and follows the determined traffic-division officers over the long trail of resourceful and hazardous investigation which leads to exposure of a hot-car ring and the solution of the murders. As produced by Barney Sarecky and directed by Sam Newfield, with Don Castle, Bill Henry and Reed Hadley in the foremost roles, it's a brisk, competent and incidentally informative accounting of its 67 minutes on the screen.

The setting is, of course, Los Angeles and its highway approaches, and Castle plays a police trainee engaged to the sister of Henry, a motorcycle policeman who takes part in the investigation of a hit-and-run killing suspected of being a murder. Sighting a stolen car believed used in the killing, Henry rides in pursuit and is slain by the driver, whom the audience knows to be the killer. Castle is taken from the training school and assigned to impersonate a known auto thief now secretly in custody, by way of acquiring information bearing on the two murders, and is successful in doing so but finds himself, near the picture's end, recognized as a policeman and confronted at gun point by the killer. From there on the action piles up apace, culminating in an appropriate ending.

Running time, 67 minutes. General audience classification. Release date, June 6.

Films Unobtainable

(Continued from page 1)

to Zenith for televising in this test.

"Hollywood producers are not uninformed about Phonevision. They know it will triple production and multiply their profits. How can the film industry's leaders be so short-sighted as to withhold cooperation on a Federal government-approved test which may well point the way to a return of industry-wide prosperity in Hollywood?"

Producers Views on Phonevision Should Be Studied, Coy Asserts

WASHINGTON, May 9.—The Federal Communications Commission should consider the attitude of film companies on making films available to Phonevision in connection with the companies' applications for radio or television channels, FCC chairman Wayne Coy believes.

Coy's views were contained in a letter to Sen. Charles W. Tobey (R., N. H.). The letter, in answer to Tobey's blast at the alleged refusal of film companies to license films for the Phonevision tests, was made public.

Tobey Asked Probe

Tobey said the matter should be looked into in connection with the FCC proceedings last month on whether the Commission should have a blanket policy denying licenses to firms convicted of violating the anti-trust laws and other Federal statutes. Coy said he was aware of trade press stories on the film companies' attitudes toward Phonevision and felt the Commission "could and probably should develop the facts relating to that matter in some proceeding where that question is made an issue.

"It appears to me, for example, that in a hearing upon applications by motion picture producers for radio station facilities, where the purpose of the hearing is to elicit facts, the questions you suggest would be an inquiry relevant to the qualifications of the applicant. The proceedings in Docket 9572 (the anti-trust argument) are not, however, that kind of a hearing.

Hearings Are Oral

"They are in the nature of oral argument rather than a factual hearing. In any event, since only the lawyers for the companies concerned will participate, and not the policy officials of these companies, no satisfactory answer could be expected to such a question put to the lawyers."

Coy's letter indicates the matter may well come up should film company officials ever take the stand in connection with the forthcoming theatre television proceedings.

$50,000 Para. Suit Fees

Attorneys and accounts involved in the minority stockholder suits naming Paramount president Barney Balaban have been allowed $50,000 fees by the U. S. District Court here. Of this amount, $34,250 will go to the law firm of Pomerantz, Levy, Schreiber and Haudek, who represented the stockholder plaintiffs in the action which settled the amount of Balaban's today at the Rialto Theatre, Chicago.

Alcorn Opens Office Here

Alcorn Productions has opened offices in the Paramount Building here to be occupied by Fred Meyers, head of the sales department, and his assistant, Bill Horne.

'Holiday' Opens May 15

Ronald Alcorn's first United Artists film, "Johnny Holiday," will have its premiere here May 15 at the Mayfair Theatre, sponsored by the National Cartoonists Society, for the benefit of its "Somebody Cares" fund, a program for youth aid. The Cartoonists, who expect to fill the Mayfair Theatre with seats priced from $2.50 to $25, will present the famed Cartoonists Show, which toured Army camps and hospitals through the war.

Levey Leaves Warner

Jules Levey has resigned from Warner's home office real estate department.

House Judiciary Un Bill Would Tough Federal Trust Law

WASHINGTON, May 9. — A spe House Judiciary sub-committee stu ing monopoly heard witnesses s port a proposed bill to make thi a little tougher on defendants in p vate treble damage anti-tru[illegible]its

The bill would make a fi[illegible]ec or judgment in favor of the U. S. any criminal or civil suit under Sherman Act conclusive evidence i suit for triple damages by a priv litigant. At present, such a judgm is only *prima facie* evidence, wh means that though the burden of pr is on the defendant, he can still bri in evidence to rebut the facts in judgement. If the judgment were c clusive, no rebuttal would be possil the plaintiff still would have to pr the connection between the conspira in the government suit and the c spiracy or violation he charges, a also would have to prove how he rives at the damage figure claimed

The bill also provides a unifo six-year Federal statute of limitati on private suits in place of the pres state statutes, running anywhere fr one to 10 years."

Drive-in Meet

(Continued from page 1)

drive-in operations, were present.

The morning session included an a dress by O. F. Sullivan, president the sponsoring Allied unit, in whi he described the rapid growth of t drive-in business, posed numero problems and laid the groundwork f the discussions and presentation various topics which followed.

In the afternoon an outstanding fe ture was the presence of highway p trol officers of both Kansas a Missouri, who told of their experien in assisting operators to solve driv in traffic problems. They made spec fic suggestions, including the invitati to discuss traffic angles with sta highway departments before construc ing theatres.

Builder, Architect Speak

George M. Peterson, Clevelan specialist in drive-in constructio pointed to recent new ideas for co struction and of details facilitating e ficient operation. He emphasized t importance of landscaping and advise that small structures, for small tow operation, built with provision f later expansion.

Lewis E. Wilson, Los Angele architect, showed models of drive-i with four screen operation, which th operators viewed with interest as o way to solve the problem of large ca pacity seating. Wilson said the fou screen theatre facilitates traffic co trol.

The fall convention of Allied Kansas-Missouri will be held tomo row, with Trueman Rembusch, na tional Allied president, to speak a noon and in the evening. Abram F Myers, Allied general counsel, wi also speak.

Hurt Enroute to Show

KANSAS CITY, May 9.—K. C. Wi son, a representative of the Miniatur Train Co., Renssaelaer, Iowa, was in jured on the highway near Independ ence, Mo., while enroute to the drive in conference here.

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:IRST
NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

67 NO. 91 NEW YORK, U. S. A., THURSDAY, MAY 11, 1950 TEN CENTS

17,575,428)49 Net for ıra. Theatres

ture Firm Had a fit of $3,260,986

ıal 1949 income breakdown on nount, which was sent to holders yesterday, shows that omestic theatre division (now d Paramount Theatres) had ıgs of $17,575,428, compared $16,727,477 in 1948, and produc- istribution (now Paramount res Corp.) had a profit of $3,- 6, against $5,841,625 in 1948.

consolidated profit for the cor- on in its final year of operation $20,836,414, equal to $3.19 per compared with $22,569,102, or per share, in 1948. The cor-

(Continued on page 3)

PT to Pay ɔan by 1958

ıedule of repayment of the $17,-)0 in bank loans which passed on ıited Paramount Theatres from d Paramount parent corporation forth in the circuit's opening lidated balance sheet as follows: able as to principal on a quar- basis commencing May 1, 1950,

(Continued on page 3)

riffith Monument 'edicated Sunday

Hollywood, May 10. — A ven-foot Georgia marble onument to the late David ark Griffith, erected by the reen Directors Guild at ount Tabor Church Ceme- ry in Eminence, Kentucky, ll be unveiled on Sunday, uild president George Mar- all announced. Mary Pick- rd, Lillian Gish and Rich- d Barthelmess are among iffith associates who will tend the ceremonies.

To Set Arbitration Plans At TOA Meet Here Monday

A review by Theatre Owners of America of the Chicago meeting of the Council of Motion Picture Organizations and formulation of plans in connection with the organization's activity in behalf of the establishment of an industrywide arbitration system will take up the major portion of the meeting here Monday and Tuesday of the 13-member TOA executive committee, according to executive director Gael Sullivan.

TOA is prepared to act on preparations already made by president Samuel Pinanski for exhibitor-distributor conferences looking to the setting up of an arbitration system, Sullivan reported. It is expected that conferences with distributor presidents will

(Continued on page 3)

US Industry Shorts To Aid UK Campaign

London, May 10.—Distribution of the U. S. industry public relations shorts throughout the United Kingdom as part of an all-industry "showmanship" drive was approved by the campaign's planning committee at its first meeting today. London release of the first short subject is set for September, with pre-release engagements to be set for selected holiday resorts.

One short per month will be released thereafter, with 60,000 posters extolling the shorts and using the slo-

(Continued on page 3)

WB Appoints Moore Central District Mgr.

F. D. (Dinty) Moore has been promoted from Pittsburgh branch manager to the post of Central district manager with headquarters in Pittsburgh, by Ben Kalmenson, Warner Brothers distribution vice-president. He succeeds Charles Rich, resigned.

Moore started with Warner Brothers in 1938 as a salesman in Pittsburgh. He was promoted to branch manager of that office in 1941, and promoted to Eastern district manager in March, 1948. He left the company to enter business for himself in Nov., 1948, returning in 1949.

Asks High Court to Deny Requests for Divestiture Stays

Washington, May 10.—The Justice Department today formally asked the U. S. Supreme Court to deny the requests of Loew's, Warners and 20th Century-Fox for a stay of the New York Federal Court's divestiture and divorcement order.

The companies are asking a further stay of the order until the high court acts on their appeals. The matter is to

(Continued on page 3)

SAG 'Gratified' At TVA's NLRB Action

Referring to Television Authority's application to the National Labor Relations Board for a nationwide election to settle the jurisdictional dispute over television talent, Screen Actors Guild TV administrator Kenneth Thomson declared yesterday in a statement released here that "SAG is gratified TVA has decided to follow the lead of the Guild which two weeks ago instituted NLRB action to settle this issue. The Guild is completely confident that the NLRB and the actors

(Continued on page 3)

200 At Kans.-Mo. Allied Convention

Kansas City, Mo., May 10.—The Allied Independent Theatre Owners of Kansas-Missouri held its annual spring convention today at the Hotel Phillips here, with a registration of approximately 200, including many drive-in operators from other states who had come for the drive-in conference held here yesterday.

O. F. Sullivan and Ben Adams were re-elected president and vice-president, respectively, and W. C. Silver was elected secretary-treasurer. Elected to the board of directors were F. L.

(Continued on page 3)

Contempt Suit Vs. Crescent Filed by U.S.

Violations of Circuit's Court Decree Charged

Washington, May 10. — The Department of Justice today announced that it had instituted criminal and civil contempt proceedings against the Crescent Amusement Co. of Nashville, charging violations of the 1943 court judgment in the government's anti-trust suit against the company.

In petitions filed in Nashville, the Department declared that the defendants had obtained court approval for construction of new theatres—required by the court decree—

(Continued on page 2)

Schines Sued For $690,000

Rochester, N. Y., May 10.—Max and Belle Fogel, owners of the Webster Theatre here, today filed a $690,000 anti-trust suit against the Schine circuit, alleging injuries from superior clearance and run treatment obtained by Schine theatres in this area.

The suit, which seeks $230,000 dam-

(Continued on page 3)

Another Delay Seen In Griffith Action

Washington, May 10.—Justice Department attorneys say they expect to file a reply brief to the 485-page brief recently filed by the Griffith defendants in the government's anti-trust suit, still pending before Federal Court at Oklahoma City. The filing of the reply brief would still further delay the time when a final decision can be expected from the Oklahoma court.

PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

My Friend Irma Goes West - THE BANG-UP BIG ONE FOR JULY 4th!
A HAL WALLIS Production from Paramount

IT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

DAVID BEZNOR, counsel for the Colosseum of Motion Picture Salesmen of America, was in Washington yesterday from New York.

•

Hugh Owen, Paramount Eastern and Southern sales manager, A. W. Kane, assistant division manager, and Phil Isaacs are in Philadelphia from New York and will return here Monday.

•

Charles Cohen, who handles special publicity assignments for Samuel Goldwyn Productions, will enter Adelphia Hospital, Brooklyn, today for minor surgery.

•

Steve Broidy, Monogram-Allied Artists president, will sail from here for England on Tuesday aboard the *S.S. Queen Elizabeth.*

•

Albert S. Howson, Warner scenario editor and director of censorship, will celebrate his 25th year with the company on May 26.

•

Lige Brien, Eagle-Lion exploitation director, will leave here today for Buffalo and Detroit.

•

John May, Schine circuit treasurer, is in Shelby, O., from Gloversville, N. Y.

•

Margaret Ettinger, film publicist, is here from the Coast.

•

Harold Hecht, Warner producer, is due here today from Hollywood.

Networks to Salute Start of Bond Drive

The Independence Bond Drive will get underway Monday across the country with industry activities designed to display the urgency for complete cooperation in what Secretary of the Treasury Snyder has termed "the most important peacetime bond drive." Motion picture participation in the drive, which runs through July 4, is being coordinated by various committees, under the direction of Sam Pinanski, president of the Theatre Owners of America, as national chairman.

In Boston, ceremonies on historic Boston Common are set to launch the drive, according to James King of Keith's Memorial, publicity chairman for that territory. Pinanski will participate in ceremonies centering around the city's Liberty Bell, symbol of the drive. From other sections of the country come reports of similar celebrations.

NJ Allied Meet Monday

New Jersey Allied president Wilbur Snaper will conduct a general membership meeting here Monday to complete the agenda for the organization's annual convention, to be held June 15-17 at the Hotel Traymore, Atlantic City.

French Visitors to Talk with Johnston On Market in U.S.

Georges Lourau, Pierre Frogereais and Robert Cravenne, film delegates here from France, will confer with Eric Johnston, Motion Picture Association of America president, in Washington today, prior to Johnston's departure for New York, on ways of expanding the market here for French product.

The delegates were honored yesterday at a luncheon here at "21" by the International Motion Picture Organization. IMPO is forming a committee of five members to work with the delegates. The committee will coordinate activities aimed at establishing closer relations between the French industry and the American distributor.

A reception in their honor was also given here yesterday, at the Harvard Club by the Advisory Unit of Foreign Films of the MPAA. Foreign department executives in distribution and exhibition attended.

The delegates will return here from Washington tomorrow and proceed to the Coast on Monday. While there they will confer with Joseph I. Breen, Production Code Administrator, as well as other industry figures.

Einfeld in Brussels On Showmanship

Charles Einfeld, ad-publicity vice-president of 20th Century-Fox, currently on a tour of Europe, addressed 150 Belgian exhibitors at Brussels yesterday on the showmanship program now in effect in the United States, the company stated.

Einfeld returns to Paris on Friday to address French film industry leaders.

Schmidt Heads MPA Ad-Publicity Group

Arthur A. Schmidt, advertising-publicity director of Columbia, was elected chairman of the Motion Picture Association's Eastern Advertising-Publicity Directors Committee at a meeting held here yesterday. The term is for six months. He succeeds Max E. Youngstein, Paramount director of advertising-publicity. The office is filled on a rotation basis.

1st 8 'Annie' Runs Holdover, Moveover

M-G-M's "Annie Get Your Gun" has either been held over or moved over in all eight pre-release engagements in Loew's, it was announced yesterday by the company. The moveover situations are Hartford, and Evansville, Ind. The other six playdates have been continued indefinitely.

'City Lights' in Capital

Joseph Wolhandler, special publicity representative for "City Lights," Chaplin-United Artists, left here yesterday for Washington where the film will open at the DuPont and Little Theatres on May 16.

D. of J. Supports Bill To Amend Trust Law

Washington, May 10.—The Justice Department today supported a proposed bill to aid plaintiffs in private treble-damage anti-trust actions and to set up a uniform six-year Federal statute of limitations for such actions. The Justice stand was outlined by anti-trust official John Stedman in testimony before the Celler Monopoly Investigating Committee.

Meanwhile the House Rules Committee temporarily refused to clear for House floor action a bill to boost the maximum penalty for violating the Sherman Act from $5,000 to $50,000.

U. S. vs. Crescent

(*Continued from page 1*)

when it "had no immediate intention" of building new theatres in those situations. Crescent's purpose in securing the court's permission was to discourage anyone else from building a theatre in these locations, the Department said.

The petitions also charged that Crescent violated the decree by keeping from the court evidence of the true competitive facts which the court needed in order to pass on new theatre construction. The Department claimed also that the defendants had failed to divest themselves of stock in other theatre corporations, as required by the decree.

Contempt actions to enforce consent decrees or judgments in anti-trust suits have been used very sparingly by the Department, although there has been some increase in their use in the last few months as part of a new compliance drive. Department of Justice attorneys said they thought the Crescent action was the first time a film company had been charged with contempt.

Named as defendants in today's contempt proceedings were: Crescent Amusement Co. president R. E. Baulch, executive vice-president Kermit C. Stengel, Rockwood Amusements, Inc., Cherokee Amusements, Inc., Muscle Shoals Theatres, and Louis Rosenbaum, a partner in Muscle Shoals.

The contempt proceedings were prepared by Maurice Silverman and Philip Marcus of the Department, in cooperation with Ward Hudgins, Nashville United States Attorney, and under the supervision of Sigmund Timberg, chief of the Department's consent decree and enforcement section.

U. S. to Study Decree Compliance Here

Washington, May 10.—Assistant Attorney General Herbert Bergson, in disclosing that a contempt proceeding had been begun against Crescent Amusement, said today he has assigned a "number of attorneys" to investigate compliance with other anti-trust judgments and promised "v ous" prosecutions of any violatio

(In New York, film compan torneys said they have been aske the Department of Justice for concerning runs and play-offs ir area, in what evidently is an in gation of Loew's and RKO M politan's circuit operations. Film yers said there had been no re for information covering any area).

NEWS in Brief . .

UNIVERSAL-International exe tives today will meet with rep sentatives of Winchester Arms finalize promotion plans on the fi "Winchester 73." U-I and Winches are sponsoring a premiere press p view in New Haven on June 1.

•

Minneapolis, May 10.—[illegible] n R erts, booker at the 20t[illegible] entu Fox branch here, has been pror ted to office manager, replac Jerry Weisfeldt, resigned. Jos Rosen former booker for Pa mount, has been named to Robe old post.

•

Scranton, Pa., May 10.—Au Interrante, operator of the Rowl Theatre in Philipsburg, Pa., named defendant in five percentage tions filed here today. United ists, RKO Radio, 20th Century-F Warner and Paramount each file suit in U. S. District Court, complaint alleging damages due under-reported receipts on percent pictures.

•

John Howard Lawson and Adr Scott, film writers convicted of tempt of Congress, were amon delegation at Lake Success yes day which appealed to the U Commission on Human Rights investigate an alleged "drive regiment the American people war."

•

A total of 32 merit increases thus far been awarded the Sc Employes Guild as a result of recent negotiations with the compa in accordance with the merit re contract provisions. Other incre are anticipated, according to Ryan, SEG business director.

30 to 40 Candidat For Key COMPO P

Between 30 and 40 names alr are in the "hopper" for considera by a yet-to-be-appointed committe management personnel in the sele of a salaried executive vice-presi for the Council of Motion Picture ganizations, it was revealed here terday.

Many more names may be re mended for consideration before committee, to be appointed by CO president Ned E. Depinet, undert its task. The COMPO exec board will have to unanimously firm the committee's recommenda

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ra. Profits

(*Continued from page* 1)

on's share in undistributed earn-
f partly-owned non-consolidated
nies was $1,420,000 in 1949,
t. $1,788,000 in the previous

idends during 1949 amounted to
1,019, or $2.00 per share.
final annual report which was
by president Barney Balaban
ccc[illegible]nied by consolidated bal-
shee[illegible] for the two new compa-
s they began separate operations
c. 31, 1949.
amount Pictures Corp. had to-
urrent assets of $69,813,272,
t current liabilities of $7,846,-
Film and other inventories
ited to $37,379,778. Cash and
and Canadian government se-
es (at approximate market or
ption value) were listed at
5,777.
ted Paramount Theatres had to-
current assets of $26,435,453,
st current liabilities of $10,686,-
Cash and U. S. government
ities were listed at $24,583,718.
t month, United Paramount re-
l earnings of $3,193,000 for the
three months of 1950 which,
ny president Leonard Goldenson
represented a drop of about 18
ent under the corresponding 1949
er. He added, however, that this
ubstantially higher than earnings
e last quarter of 1949. Para-
t Pictures Corp. is expected to
t its first quarter earnings with-
next few days.

lect Paramount Board

l board members of Paramount
res Corp. are expected to be
dates for re-election at the cor-
ion's first annual meeting of
holders, at the home office here
une 6.

'T Loan

(*Continued from page* 1)

at $1,500,000 will be payable in
of the first two years, $2,500,000
ch of the next three years, and
),000 in the last year ending Feb.
58.
e circuit has an additional loan
3,500,000 against an available
t of $12,500,000 for use in re-
ging theatre interests.

G, TVA, NLRB

(*Continued from page* 1)

erned will reaffirm the Guild's his-
representation of performers in
on pictures for all exhibition pur-
, including television."
ie SAG statement indicated that
Guild, which already has filed for
cal NLRB election in Southern
ornia, will file similar petitions
her sections of the country. Thus
's strategy is to take the offen-
through local, individual elections,
e TVA's is to fight on a national
.
ie Guild, meanwhile, has notified
TV networks and stations here
SAG hopes TVA's contract nego-
ons for performers in "live" tele-
n programs "will move to a
dy and successful conclusion."
Guild emphasized it does not
n, nor has it every claimed, juris-
on over simultaneous kinescopes
ive television programs. Such
scope film should be bargained
by TVA, the Guild said.

Reviews

"The Skipper Surprised His Wife"

(*Metro-Goldwyn-Mayer*)

NO great shakes of a comedy, this. In fact, the effort gets strained and tissue-thin before Robert Walker, the skipper who surprises Joan Leslie, finally gets back to sea after a couple of months of misadventure on shore.

The misadventures set in when he is assigned to radar school after a year away from home port and his wife and two young boys. His family finds him pretty much of a stranger, but it works in reverse as well. Miss Leslie wants Walker to quit the Navy for a cushy shore job. He does not like the idea. Anyhow, Miss Leslie breaks a wifely ankle, which throws the burden of the household over to Walker. He decides to organize it according to Navy discipline and efficiency after doing a lot of silly research among the women of the neighborhood. The wife leaves the skipper whose obligations as a husband and father are pinpointed by Leon Ames, the family baby doctor. This brings her back to the family hearth. At the close, Walker walks out on a shore job and returns to the sea as aide to Edward Arnold, who plays an admiral.

Walker's experiences at cooking breakfast, at decoding the laundry secrets of a mangler, etc., are amusing. But efforts at sustained comedy are unavailing.

Performances by the principals are standard. Elliott Nugent directed and William H. Wright produced, from a story and screenplay by Dorothy Kingsley, who worked from an article by Commander W. J. Lederer, U.S.N.

Running time 85 minutes. General audience classification. For June release.

RED KANN

"The Torch"

(*Eagle-Lion*)

A FICTIONALIZED incident in a Mexican uprising is told in "The Torch" which was made at the Churubusco Studios. The picture features Paulette Goddard and Pedro Armendariz and it is endowed with excellent camerawork by Gabriel Figueroa. As for the story, it starts out with intriguing possibilities, yet somehow the power inherent in the theme is never fully realized. This potential is dissipated largely in transparent melodramatics.

Armendariz portrays the general of a revolutionary army that has taken hold of a Mexican city. Forthwith, Armendariz brings his revolutionary fist down on all persons of wealth. By chance Armendariz catches the eye of the tempestuous Miss Goddard who is the daughter of the town's most prominent aristocrat. It follows naturally that Armendariz relaxes his iron regulations insofar as Miss Goddard or her father are concerned. For the major part of the picture Armendariz tries unsuccessfully to court the fiery-tempered Miss Goddard, but she has no use for revolutionaries and besides, she is engaged to Walter Reed, an American doctor. The fretful rivalry between the two rises and falls rythmically until an influenza epidemic seizes the city, whereupon the couple is finally drawn together in love. The finale sees Miss Goddard going off with Armendariz to become a camp follower, something that her aristocratic blood previously resented.

Others in the cast are Gilbert Roland, a priest, and Julio Villareal, Miss Goddard's father. Bert Granet produced, Miss Goddard was associate producer, Emilio Fernandez directed, from a screenplay by himself and Inigo de Martino.

Running time, 90 minutes. Adult audience classification. June release.

MANDEL HERBSTMAN

TOA Meet Monday

(*Continued from page* 1)

get underway shortly in line with correspondence between Pinanski and company heads. Sullivan indicated that the executive committee no doubt will consider what form the talks should take, that is whether individual TOA representatives should be assigned to talk to individual company presidents or whether a committee should be set up to confer with the presidents separately.

A demonstration of Phonevision was given Sullivan yesterday at the TOA office here by Zenith Radio president Eugene F. McDonald. It lasted three hours. Asked how the demonstration impressed him, Sullivan said "no comment."

Schines Sued

(*Continued from page* 1)

ages trebled, was filed in Federal District Court. Named as defendants are Schine Chain Theatres, Schine Theatrical Co., Schine Circuit, Schine Lexington Corp., J. Myer Schine, Louis W. Schine and John A. May. The eight major distributors are named as "co-conspirators."

Divestiture Stays

(*Continued from page* 1)

be argued on Friday before Justice Douglas.

The Department, in a seven-page statement filed today, said the film companies only had to file plans in the next six months to a year, and there was no reason they could not go ahead preparing these plans while the appeals were being taken. It argued that this was especially true since the companies should have known since the high court decision in May, 1948, that there was a likelihood of divorcement and more than a likelihood of divestiture. It pointed out that RKO and Paramount did not require extensive time to come up with divorcement and divestiture plans.

UK Campaign

(*Continued from page* 1)

gan "Movies Are Better Than Ever" to be supplied free to exhibitors.

Much of the discussion at the meeting revolved around the need to aim the campaign at theatre managers, who are called "the ultimate salesmen of pictures." Publicity executives and trade press representatives on the committee were instructed to draw up an Anglicized version of the 20th Century-Fox "Showman's Guide" for distribution to managers. In addition, speaking tours to provincial centers to address managers' groups personally were authorized.

Short Subjects

"Cody of the Pony Express"

(*Columbia Pictures—Serial*)

The fans will be eagerly awaiting each successive episode of this 15-chapter Western serial. An increase in outlawry caused by a shady Eastern syndicate plotting to gain control of the Western frontier, brings Army undercover investigator Lieut. Archer (Jock O'Mahoney) and young Pony Express rider Bill Cody (Dickie Moore) together in a common cause. With a small group of comrades, they team up to discover and bring to justice the secret leader, played by George Lewis, and his outlaw gang. Every villainous trick is used by the outlaws, but Cody and Archer persevere through countless harrowing experiences to eliminate the gang of renegades. Others featured in the serial are Peggy Stewart, William Fawcett, Tom London and Helena Dare. Directed by Spencer Bennet and produced by Sam Katzman. 15 chapters.

"Trading Post"

(*This Is America-RKO Pathe*)

The story of Chicago's Merchandise Mart, a 20th Century trading post, is told in customary documentary fashion in "Trading Post," which opens with the endorsement of Eric Johnston, president of the Motion Picture Association of America.

The history of the famous buyers' and sellers' trading post is traced, going back to early pioneer days. The inner workings of the Mart, a city in itself, is shown in detail. In the growth of the Mart, the editors of the subject see a parallel to the growth and progress of the nation itself. Running time, 15 minutes.

Kans.-Mo. Meet

(*Continued from page* 1)

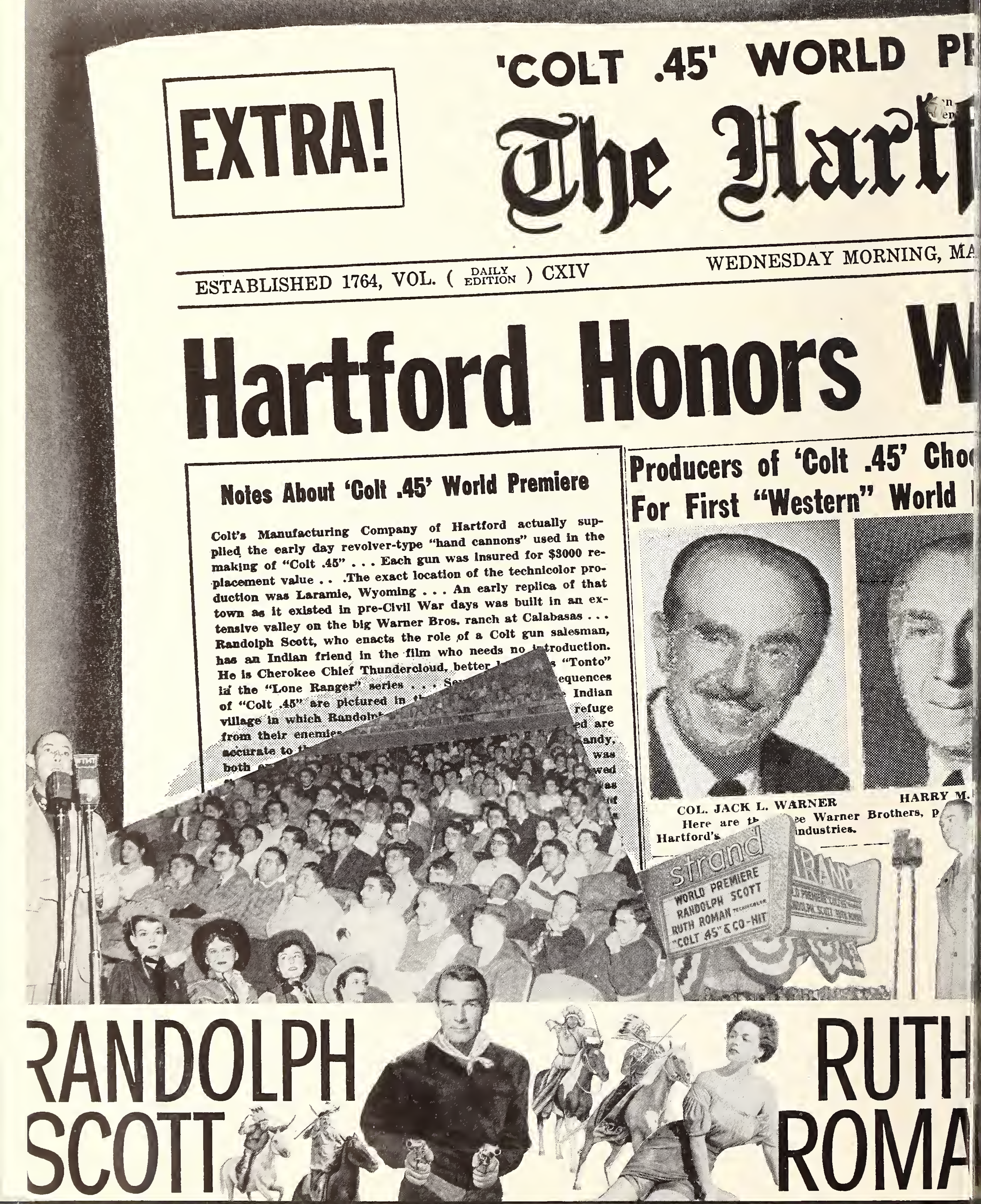
Norton, C. E. Bratton, Jay Wooten and A. W. Pugh, all for Kansas; Ray Cook, Howard Larsen, Virgil Harbinson, J. T. Ghosen and Silver, representing Missouri.

A group meeting on buying and booking for drive-in operators drew a large attendance. Another group meeting for small-town and subsequent-run theatres discussed various problems.

Abram F. Myers, Allied States counsel, attended both group meetings, answering questions from area exhibitors on legal aspects of various trade practices, and on anti-trust questions.

A Zenith film on Phonevision was a special feature at the noon luncheon at which many exchange men were present. Trueman Rembusch, Allied States president, followed the presentation of the picture with a talk in which he minimized the danger of Phonevision to theatres, quoting from the *Motion Picture Herald* of April 15, which he said every exhibitor should read, and from a statement by Myers on April 28.

THE FIRST SHOT IS FIR



EXTRA!

'COLT .45' WORLD PR

The Hartf

ESTABLISHED 1764, VOL. (DAILY EDITION) CXIV

WEDNESDAY MORNING, MA

Hartford Honors W

Notes About 'Colt .45' World Premiere

Colt's Manufacturing Company of Hartford actually sup-
plied the early day revolver-type "hand cannons" used in the
making of "Colt .45" . . . Each gun was insured for $3000 re-
placement value . . .The exact location of the technicolor pro-
duction was Laramie, Wyoming . . . An early replica of that
town as it existed in pre-Civil War days was built in an ex-
tensive valley on the big Warner Bros. ranch at Calabasas . . .
Randolph Scott, who enacts the role of a Colt gun salesman,
has an Indian friend in the film who needs no introduction.
He is Cherokee Chief Thundercloud, better k s "Tonto"
in the "Lone Ranger" series . . . Se equences
of "Colt .45" are pictured in th Indian
village in which Randolph refuge
from their enemies ed are
accurate to th andy,
both was
wed
as

Producers of 'Colt .45' Cho
For First "Western" World

COL. JACK L. WARNER

HARRY M.

Here are th ee Warner Brothers, p
Hartford's industries.

RANDOLPH
SCOTT

RUTH
ROMA

!...BULL'S-EYE!

RE SOUVENIR EDITION

o Courant

"A gun, like any other source of power, is a force for either good or evil, being neither in itself, but dependent upon those who use it."
—Prologue from Warner's "Colt .45"

ARTFORD 1, CONN., —22 PAGES

Entered as Second Class Matter,
Post Office, Hartford, Conn.

ner Bros. "Colt .45"

ity
n East

MAJ. ALBERT WARNER

which pays tribute to one of

Notable Citizens Laud the World-Premiere at Strand

Warner Brothers Film Pays Tribute To Pioneer Industry

Hartford again scores a "first," as Warner Brothers brings the world premiere of its Technicolor production "Colt .45" to the Strand Theater, today. This is the first world premiere of a western motion picture in an eastern city.

Launches C.P. Drive

The Connecticut Cerebral Party Palsy Fund Drive will officially be launched at this world premiere.

Almost simultaneously with the national cerebral palsy d

which o

driv

st

Cover Girl appears in current LIFE

RUTH ROMAN

Femi lead in "Colt .45".

The focused

State Launches Cerebral Palsy Drive at

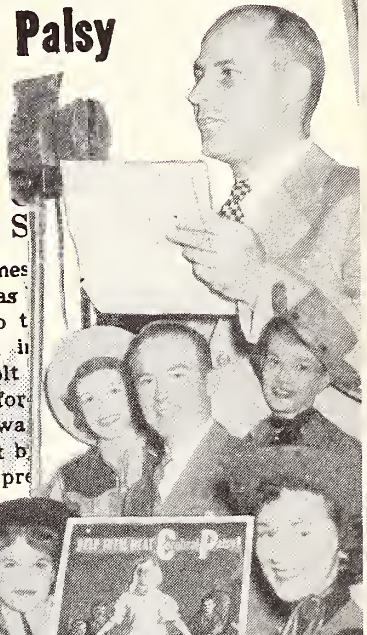
Governor
Hartford
For First S

Hartford comes share of glory as pays tribute to t Nutmeg State, i production "Colt ly prepared for prepared forewa pared and sent b Warner, vice pre of productio Theater, showing to planned b McCarthy.

Governor

A wir

45 in Hand Held
Law of



THE HARTF NEWS COM
LIFE RUTH ROMAN
COLT .45
STRAND

COLT .45

COLOR BY TECHNICOLOR

WITH
ZACHARY SCOTT
DIRECTED BY
EDWIN L. MARIN
PRODUCED BY
SAUL ELKINS
WRITTEN BY
THOMAS BLACKBURN

WB

What a guy!

What a lug!

What a hero!

What a bum!

and what a picture!

COLUMBIA PICTURES presents *with laughs*

William BENDIX

in

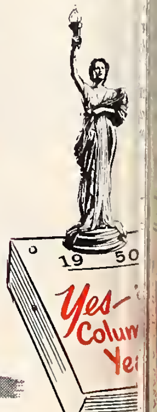
KILL THE UMPIRE

with

UNA MERKEL · RAY COLLINS · GLORIA HENRY

Written for the Screen by Frank Tashlin

Directed by LLOYD BACON · Produced by JOHN BECK



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IN
IEWS

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DAILY

Accurate
Concise
and
Impartial

o/. NO. 92 NEW YORK, U. S. A., FRIDAY, MAY 12, 1950 TEN CENTS

itish Trade rs Views on w U.S. Pact

Wilson More Joint luction Is Wanted

By PETER BURNUP

DON, May 11.—Harold Wil- president of the Board of , today received from an all- ry delegation their views in tion with the review of the -American film remittance nent. Wilson is scheduled to discussions on the agreement American industry representa- here on Monday.

main points raised by the Brit- dustry representatives for con-

(Continued on page 3)

hnston to ndonToday

tion Picture Association of ica president Eric A. Johnston ly from New York to London for the Anglo-American film re- ce talks, scheduled to get under n Monday.

is expected that Johnston will later with French government

(Continued on page 3)

. R. Strike Won't alt Film Shipments

The relay operation plan rmulated by the National lm Carriers Association for e during railroad, Railway xpress or air freight strike nergencies is ready to be t in motion to assure the- res and exchanges of un- terrupted delivery of prod- t during the current rail- ad strike. The plan is a operative system whereby e trucks of various carrier mpanies relay prints from change to exchange.

Paramount Sets Its First National Meet in 10 Years

Para. Quarter Net $1,441,000

Paramount Pictures Corp. and its consolidated domestic and Canadian subsidiaries for the first quarter ended April 1, 1950 earned an estimated $1,441,000 after provision for income taxes, the company reported yesterday. These earnings do not include $597,000 representing Paramount's net interest in the combined undistributed earnings for the quarter of partially

(Continued on page 3)

Paramount's sales force will gather in Los Angeles June 12-14 for the company's first national sales convention since 1940, A. W. Schwalberg, president of Paramount Film Distributing Corp., disclosed here yesterday. Participating will be home office executives, division managers and assistants, branch and sales managers, salesmen, booking and office managers and field exploiteers.

The convention theme will be "Paramount's Blueprint for the Future."

Schwalberg stated that the decision to hold the convention at the studio

(Continued on page 3)

7 File Percentage Suits vs. 7 Houses

BALTIMORE, May 11.—Percentage suits have been filed in U. S. District Court here by Universal, Loew's, United Artists, 20th Century-Fox, Columbia, RKO Radio and Warner Brothers against the executors of the estate of Lee W. Insley, deceased, as well as the Diamond Globe Corp. theatre operator. Theatres involved in each action are the Globe in Berlin, Md.; and the Diamond, Selbeyville, Auditorium, Lewes, Blue Hen, Rehoboth Beach and the Avenue in Delmar,

(Continued on page 2)

Colosseum Hits UA Profit-Sharing

In formal charges filed with the National Labor Relations Board here, the Colosseum of Motion Picture Salesmen alleged United Artists' profit-sharing plan as "designed and intended to interfere with, restrain and coerce the company's employes and to frustrate bona-fide collective bargaining in violation of the National Labor Relations Act," David Beznor, salesmen's union counsel, announced here yesterday.

It is charged also that the company

(Continued on page 3)

Crescent Faces Fine and Revoked Building Permits

WASHINGTON, May 11.—The Department of Justice in its suit filed yesterday in Nashville Federal Court charging the Crescent Amusement Co. and affiliates with criminal and civil contempt for violating the 1943 court judgment in the D. of J.'s anti-trust suit, asks that the defendants if found guilty of criminal contempt be fined. No amount is specified.

As relief for the civil contempt charged, the government asks that the court set aside any permission granted for theatre construction where there

(Continued on page 3)

Name Kate Smith to Palsy Campaign Post

Kate Smith has accepted the national co-chairmanship of the United Cerebral Palsy Association's 1950 campaign, it has been announced by Leonard S. Goldenson, president of United Paramount Theatres, who is president of UCPA. Bob Hope is co-chairman of the palsy drive.

Miss Smith, in pledging all-out cooperation with the campaign, stated

(Continued on page 2)

Arbitration Talks Favored By Companies

Respond to TOA Plan; Early Conference Likely

The distributor presidents have made "overwhelmingly favorable response" to Theatre Owners of America's suggestion for an all-industry conference to consider the feasibility of setting up an equitable arbitration plan in which all elements of the industry may participate.

Revealing this yesterday in conjunction with an outline of the completed agenda of the TOA executive committee meeting on Monday and Tuesday at the Hotel Astor here, TOA executive director Gael Sullivan said

(Continued on page 3)

Cities Aim For US Tax

The repeal of the 20 per cent Federal admission tax to permit municipalities to apply at least part of the tax to their finances was cited as one of the legislative objectives of the United States Conference of Mayors here yesterday by Baltimore's Mayor Thomas D'Alesandro, Jr., chairman of

(Continued on page 3)

SAG Asks TV Nets Here to Negotiate

Screen Actors Guild yesterday requested New York television networks and stations to initiate negotiations here on May 16 for a collective labor agreement between them and the Guild, covering talent used in the production of films.

Television Authority, SAG's rival for jurisdiction over television film actors, is scheduled to hold its second negotiation meeting here today with the video networks.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!
My Friend Irma Goes West - FUN AT ITS BIGGEST AND BOX-OFFICE BEST!
A HAL WALLIS Production from Paramount
NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ANDY W. SMITH, JR., 20th Century-Fox distribution vice-president, will return to New York on Monday from Hot Springs, Va., where he and Mrs. Smith have celebrated a wedding anniversary.

•

H. M. Richey, M-G-M exhibitor relations head, will return to New York on Sunday after attending recent exhibitor conventions in the Northwest and Midwest.

•

Leon J. Bamberger, RKO Radio sales promotion manager, will return here today from exhibitor meetings in Minneapolis, Chicago and Kansas City.

•

Cecil B. DeMille will receive an award today from the Beverly Hills (Cal.) Chapter of Hadassah for his Paramount production, "Samson and Delilah."

•

Al Lowe, United Artists foreign manager, will leave here by plane at the weekend for Rio de Janeiro, first stop on a tour of Latin America.

•

Alice Thompson, publisher and editor-in-chief of *Seventeen*, will leave here today for a two-week visit to the Coast.

•

E. C. Rosston, advertising agent for the C. S. Ashcraft Mfg. Co., will leave here today for New Orleans.

•

Sam Siritzky, Siritzky International vice-president, will leave here over the weekend for the Coast.

•

Lee Kamern, managing director for M-G-M in India, is in New York for home office conferences.

•

Charles D. Prutzman has returned to New York from the Coast.

Charles L. Mathieu, News of Day Official

Funeral services will be held tomorrow morning at St. Vincent Ferrer Church here for Charles L. Mathieu, 58, news editor of M-G-M's News of the Day, who died yesterday at Roosevelt Hospital after a long illness.

Hughes Denies Deal On for RKO Circuit

Hollywood, May 11. — A spokesman for Howard Hughes issued a "flat denial" of reports circulated here today that J. Cheever Cowdin, with the backing of Lehman Brothers, has been negotiating in Hollywood for acquisition of Hughes' control of the RKO theatre circuit. The denial further stated no such transaction has been made or was being made.

37 Productions in Work at Coast; 11 Complete, 9 Start

Hollywood, May 11.—With nine pictures having started and 11 completed, the production tally showed a loss of two this week, for a total of 37.

Started were: "Prehistoric Women," Eagle-Lion; "Delayed Action," Independent; "Watch the Birdie," Metro-Goldwyn-Mayer; "North of the Great Divide," Republic; "Seven Witnesses," RKO Radio; "Wyoming Mail," "Under the Gun," "Woman on the Run," Universal - International; "Dallas," Warner. Completed were: "That Bedside Manner," Columbia; "Hijacked" and "Train to Tombstone," Lippert; "Kim," Metro - Goldwyn - Mayer; "Snow Dog," Monogram; "Branded" and "Tripoli," Paramount; "Jet Pilot," RKO Radio; "The Dungeon," United Artists; "Desert Hawk" and "Shakedown," Universal-International.

Jack Ellis Acquires Rights to 3 Films

Jack Ellis, president of Ellis Films, has concluded a deal with Loew's International for "Thunder Rock," starring Michael Redgrave, Lilli Palmer, James Mason and Barbara Mullen, for the U. S. He has also acquired a new picture starring Hugh Williams and Carla Lehmann, called "Jacqueline Misbehaves," which was distributed by Metro-Goldwyn-Mayer in England. A third picture set by Ellis is "The Mask of Ling Chi," starring Eric von Stroheim and Sessue Hayakawa, which he acquired from Renown Pictures of England.

Goodman Named to Schwalberg Staff

Monroe R. Goodman has been named executive secretary to A. W. Schwalberg, president of Paramount Film Distributing Corp., having been promoted from his present position as assistant manager of the short subject and newsreel department, headed by Oscar A. Morgan.

Post to Kate Smith

(*Continued from page* 1)

that the Mutual Broadcasting System had offered to place the facilities of the Coast-to-Coast network at her disposal for appeals to the public on behalf of the $5,000,000 fund-raising goal.

Miss Smith will deliver pleas for support of the cerebral palsy campaign on all three of her network shows. In addition, she will record a number of spot announcements which will be played by Mutual.

Goldensen Takes to Radio In Behalf of Palsy Drive

Leonard Goldenson will be a guest speaker on the Tex McCrary-Jinx Falkenburg radio program, today on National Broadcasting stations. He will speak on behalf of the United Cerebral Palsy Association's current $5,000,000 campaign.

Bob Hope, national co-chairman, will introduce Goldenson on the broadcast.

Johnston and Stalin Co-star in Red Film

Washington, May 11. — The first public showing of pictures of a meeting between Motion Picture Association of America president Eric Johnston and Moscow's Joseph Stalin will be given tomorrow night at the MPAA's Academia Theatre, the association said here today.

Taken five years ago by the Red government when Johnston visited the USSR as president of the Chamber of Commerce, the film is without sound and will run for about 10 minutes. "We want to get public reaction to the picture," an MPAA official said, "so that we'll know what we want to do with it." The audience will consist of government officials of "little cabinet" rank and Congressional leaders.

MGM to Screen Two At Sales Meet Here

"Annie Get Your Gun" and "The Next Voice You Hear" will be screened for M-G-M's Eastern and Southern sales forces attending the company's "Say It with Pictures" meeting Monday and Tuesday at the Hotel Astor here. Tradeshowing for "Annie," which opens its ninth pre-release date at Loew's State on Wednesday, has been set for May 23, but no tradeshow date has been set for "The Next Voice."

Rejoins WB Field Staff

Don Walker of Kansas City has rejoined Warner's field promotional staff and will cover exchange Kansas City, St. Louis, Des Moines, Omaha and Denver, it is announced here by Mort Blumenstock, advertising-publicity vice-president.

Name Greenthal Agency

Monroe Greenthal Co., Inc., ad representative for several motion picture companies, as well as other accounts, has been appointed advertising agency for the W. A. Haller Corp. of Philadelphia.

Change Company Name

Albany, N. Y., May 11.—The distribution firm of Arthur Mayer and Joseph Burstyn, Inc., from which the former has withdrawn, has had its name changed to Joseph Burstyn, Inc.

Percentage Suits

(*Continued from page* 1)

all in Delaware. Recovery is sought in each suit for damages resulting from claimed under-reported returns on percentage pictures.

The law firm of Tydings, Sauerwein, Benson and Boyd of Baltimore represents Loew's, and Piper, Watkins, Avirett and Egerton, also of that city represents the other plaintiffs, with Sargoy and Stein, New York, appearing as of counsel in each case.

NEWS in Brief . .

THE Budd Rogers-J. J. U Movie Quiz giveaway startec week in nine exchange areas com ing over 300 theatres, through Re exchanges in Boston, Washin Pittsburgh, Cleveland, Detroit, cago, Atlanta, Los Angeles and Francisco.

•

Hollywood, May 11.—The S ty-First National Bank broug Superior Court suit for forecl of its mortgage on "Abie's Rose" to satisfy a $150,615 u balance on a production loar sertedly due since last Dec. 1. Crosby Productions, Crosby In ment Corp., Hal Roach Stu Deluxe Laboratories, Pathe I tries, Inc., Anne Nichols and o were named in the suit.

•

Los Angeles, May 11.—Cl Skouras has been named the indu Southern California chairman o Independence Savings Bond which starts Monday. Jack O'La was named Film Row chairma Thornton Sargent will serve as p relations director.

•

Cleveland, May 11.—Charles Warner district manager who res to enter exhibition, has purchased Harold Greenberg the Clyde Th at Clyde, Ohio; Strand, at Fre Ohio, and the State at Danville

•

Jack Pacey has moved up from news editor at American Broadca Co. to assistant to Robert Sa vice-president in charge of publ fairs for the network.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center
"NO SAD SONGS FOR ME"
starring
MARGARET WENDELL VIVEC
SULLAVAN·COREY·LINDFO
A Columbia Picture
Plus Spectacular Stage Presentation

Paramount presents
BARBARA JOHN
STANWYCK · LUND
in NO MAN OF HER OWN
with JANE COWL
A MITCHELL LEISEN production
IN PERSON
JERRY COLO
BUDDY RIC
And His Orchest
BUNNY BRIGGS
THE AMES BRO
PARAMOUNT TIMES SQUARE
Midnight F
Night

BETTY GRABLE
Victor MATURE Phil HARRIS
IN
"WABASH AVENUE"
ON STAGE!
Louis ARMSTRONG
CHICO MARX
20 CENTURY FOX
7th Av
& 50th
MOVIES ARE BETTER T

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Sat Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quig New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Sec James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. W Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washi J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lo Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Intern Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription ra year, $6 in the Americas and $12 foreign; single copies, 10c.

bitration

Continued from page 1)

ne definite action toward call-
early conference is likely to
n at the meeting.
an said 20 top TOA officers
end the meeting. For enter-
t there will be a showing of
nith Radio Corp. Phonevision
picting the passing of the mo-
e theatre following the lun-
eMonday.

ll Wolfson, chairman of the TOA
elevision committee, which has been
ng the use of television trailers to
feature pictures, is expected to
the executive group on progress.
l Corwin of Los Angeles, national
sident, will give a report on the
n situation in Southern California
impact on theatre attendance.
Cohn, TOA television consultant,
g the committee up to date on the
f TOA's application before the FCC
allocation of exclusive channels for
television. N. L. Halpern and Rob-
rien, members of a special TOA
n committee, which is preparing the
for presentation at the FCC hear-
o will report on their activities.
Reade, Jr., chairman of the dis-
exhibitor relations committee, will
n the progress made in preparing a
d code of fair trade practices.
will present a detailed report of
nt Council of Motion Picture Or-
ons meeting in Chicago and also
plan of strategy for continuing the
r the repeal of the Federal admis-
x.
s P. Skouras, treasurer of TOA,
e a report on the Association's
In the absence of R. J. O'Don-
eral convention chairman, who has
to Texas after conferring here
A officials, Sullivan will make a
ary report on the plans for the
onvention to be held at the Sham-
tel in Houston, Texas, Oct. 30 to

O'Leary, chairman of the executive
ee, will preside at the meetings,
n addition to those named, will be
by the following: Sam Pinanski,
Levy, Ted R. Gamble, S. H. Fa-
eonard Goldenson and Robert W.
f New York; Arthur H. Lockwood,
Edward G. Zorn, Pontiac, Ill.; Nat
s, Thomasville, Ga.; Morris Loew-
Oklahoma City; Robert B. Wilby,
; R. R. Livingston, Lincoln; Guthrie
La Grange, Ky.; Albert M. Pickus,
d. Conn., and Stanley W. Prenosil,
t executive director of TOA.

osseum on UA

(Continued from page 1)

and refused" to reply to Colos-
vertures for a meeting to nego-
amendments to the prevailing
contract covering some 70 UA
en. Complaining that the com-
has indicated it will not grant
increases to salesmen, the union
ins that "the failure of the com-
o acknowledge the industry pat-
aces it in an unfair competitive
n with respect to all major film
utors which are under contract
e Colosseum."
ry D. Buckley, UA operations
esident, when informed of the
intention to file charges, said:
have and will continue to nego-
s long as they want to."
nor left here yesterday by plane
Milwaukee headquarters.

es Aim For Tax

(Continued from page 1)

ommittee on legislation. The
lay annual conference is being
t the Waldorf-Astoria.
Cooper Green, Mayor of Birm-
n, and president of the confer-
pointed out that "last year this
ence officially petitioned for the
of the Federal admission tax
t cities would be free to utilize
ource of revenue should they
to do so." Green added that
ave had legislation to accomp-
his introduced in Congress."

British Trade on U.S. Pact

(Continued from page 1)

sideration when the negotiations take place are:

The "unit" booking plan employed by American distributors here;

Regulation of employment here of American actors, producers and directors;

Encouragement of joint production here by British and American companies.

Wilson promised the industry representatives he would give careful consideration to the points they had made.

Represented at today's meeting with Wilson were: Cinematograph Exhibitors Association, British Film Producers Association, National Association of Theatrical and Kine Employes, Association of Cinematograph and Allied Technicians, Association of Specialized Film Producers and the Electrical Trades Union.

The so-called "unit" booking plan was adopted here at the suggestion of Eric Johnston, Motion Picture Association of America president, several years ago during the era of bad feeling following imposition of Britain's 45 per cent quota and the confiscatory *ad valorem* film duty. It provided that American films should be booked together in making up a double feature program, in order to prevent British circuits from teaming a strong American picture with a weak British one, thereby fulfilling quota requirements at no sacrifice of box-office drawing power to the circuits.

It is expected that Johnston will arrive here Saturday prepared to announce the ending of the "unit" plan. It has ceased to be of value to the American companies since the quota was lowered and British production curtailed and harasses only the British exhibitors who, in most instances, are to be found in the American companies' corner. The "unit" booking plan was discontinued here by 20th Century-Fox more than a month ago.

Encouraging American production here while restricting employment of American film personnel is likely to be a far more difficult problem. The American delegation will come here with warnings against undue production activities in Britain given them by Hollywood studio unions that fear resultant unemployment increases at home.

Paramount Meeting

(Continued from page 1)

was based on the desire to integrate studio and distribution activities and to formulate a selling program consonant with conditions stemming from the divorcement of theatres and production.

"The future of motion pictures under new conditions demands a new, forceful approach, and this we intend to work out at the convention. Our program will be geared to make the most of the product which the studio has available for the coming year," Schwalberg said.

Approximately 300 persons from field branches, home office and studio are expected to attend the sessions, which will be held at the Ambassador Hotel and the studio.

Among the forthcoming pictures to be discussed are Brackett and Wilder's "Sunset Boulevard"; George Stevens' "A Place in the Sun;" "Fancy Pants," in Technicolor, with Bob Hope and Lucille Ball; "Let's Dance," Technicolor, Betty Hutton and Fred Astaire; "Mr. Music," Bing Crosby; "United States Mail," "Union Station" and "Branded," in Technicolor, Alan Ladd; "Copper Canyon," Technicolor, Ray Milland and Hedy Lamarr; "Tripoli," Technicolor, John Payne and Maureen O'Hara; Hal Wallis' "The Furies"; "My Friend Irma Goes West"; "September Affair," and "Dark City."

Para. Net

(Continued from page 1)

owned non-consolidated companies, principally Allen B. DuMont Laboratories, Inc.

The above earnings include only foreign film rental revenues which are remittable in dollars, as Paramount's domestic companies record such revenues only to the extent that dollars are receivable in New York, the report said.

Estimated earnings for the first quarter of 1950, as mentioned above, represent 45 cents per share on the 3,172,870 shares outstanding on April 1, 1950. Since April 1, 1950, Paramount Pictures has purchased additional shares of its common stock for retirement thereby reducing the number of shares outstanding, as of this date, to 2,648,597, the company said.

Johnston to London

(Continued from page 1)

officials in Paris for talks intended to bring about a new Franco-American remittances agreement patterned after the Blum-Byrnes pact.

Also planning to visit the Continent, Johnston is expected to be abroad for several weeks. It was indicated by the MPAA here yesterday that if the contemplated amendments to the industry Advertising Code were not formalized prior to the MPAA president's departure for England, further action toward that end will await Johnston's return, perhaps in mid-June.

The MPAA head conferred here yesterday with Argentine Finance Minister Ramon Cereijo in what was described as a "last-ditch" meeting looking to a U. S.-Argentine film agreement. No final arrangement was set, since Juan Peron's government is understood to be studying American counter-proposals aimed at securing re-admittance of U. S. product into the South American country.

Johnston and Cereijo have been discussing the problem in Washington for several weeks, and although a solution appeared to have been reached at one time, it bogged down in "technical details," according to MPAA's Capital office.

See New Deal with British Accomplished in a Few Days

Re-negotiation of the Anglo-American film agreement is expected to be accomplished within a few days from the start of the London meetings which are to begin on Monday. It is pointed out here that the original pact was negotiated in a period of two weeks but with the "format set" the new deal should require considerably less time.

James Mulvey, president of Samuel Goldwyn Productions, who also is leaving here today by plane for London, probably will have a preliminary meeting with Eric Johnston and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, in that city late tomorrow.

Coming Events

Today-May 31—Motion picture industry participation in United Cerebral Palsy Associations drive.

May 15-16—Theatre Owners of America executive committee meeting, New York.

May 15-16—M-G-M sales meeting, Hotel Astor, New York.

May 15-18—Columbia Pictures annual sales convention, second session, Ritz Carlton Hotel, Atlantic City.

May 15-July 4—Motion picture industry participation in U. S. Savings Bond "Independence Drive."

May 16-17—Allied Rocky Mountain Independent Theatres annual convention, Cosmopolitan Hotel, Denver.

May 16-17—Allied Independent Theatre Owners of Iowa and Nebraska annual convention, Fontenelle Hotel, Omaha.

May 18 — Barney Balaban and Spyros P. Skouras to be honored at luncheon by Boston Chamber of Commerce and Boston Jubilee Committee, Copley Plaza Hotel, Boston.

May 19-20—M-G-M sales meeting, Ambassador East Hotel, Chicago.

May 21-23—Motion Picture Theatre Operators of Georgia annual convention, Biltmore Hotel, Atlanta.

May 21-22—Allied States Caravan Committee meeting, Hotel Gayoso, Memphis.

May 22-24—National Allied States board of directors meeting, Hotel Gayoso, Memphis.

May 24—Cinema Stamp Collectors meeting, Hotel Astor, New York.

May 24-25—Allied of the Mid-South spring convention, Hotel Gayoso, Memphis.

May 24-25—M-G-M sales meeting, St. Francis Hotel, San Francisco.

May 25—National Television Film Council luncheon-meeting, New York.

May 28—Motion Picture Bookers Club of New York annual get-together, Waldorf-Astoria Hotel, New York.

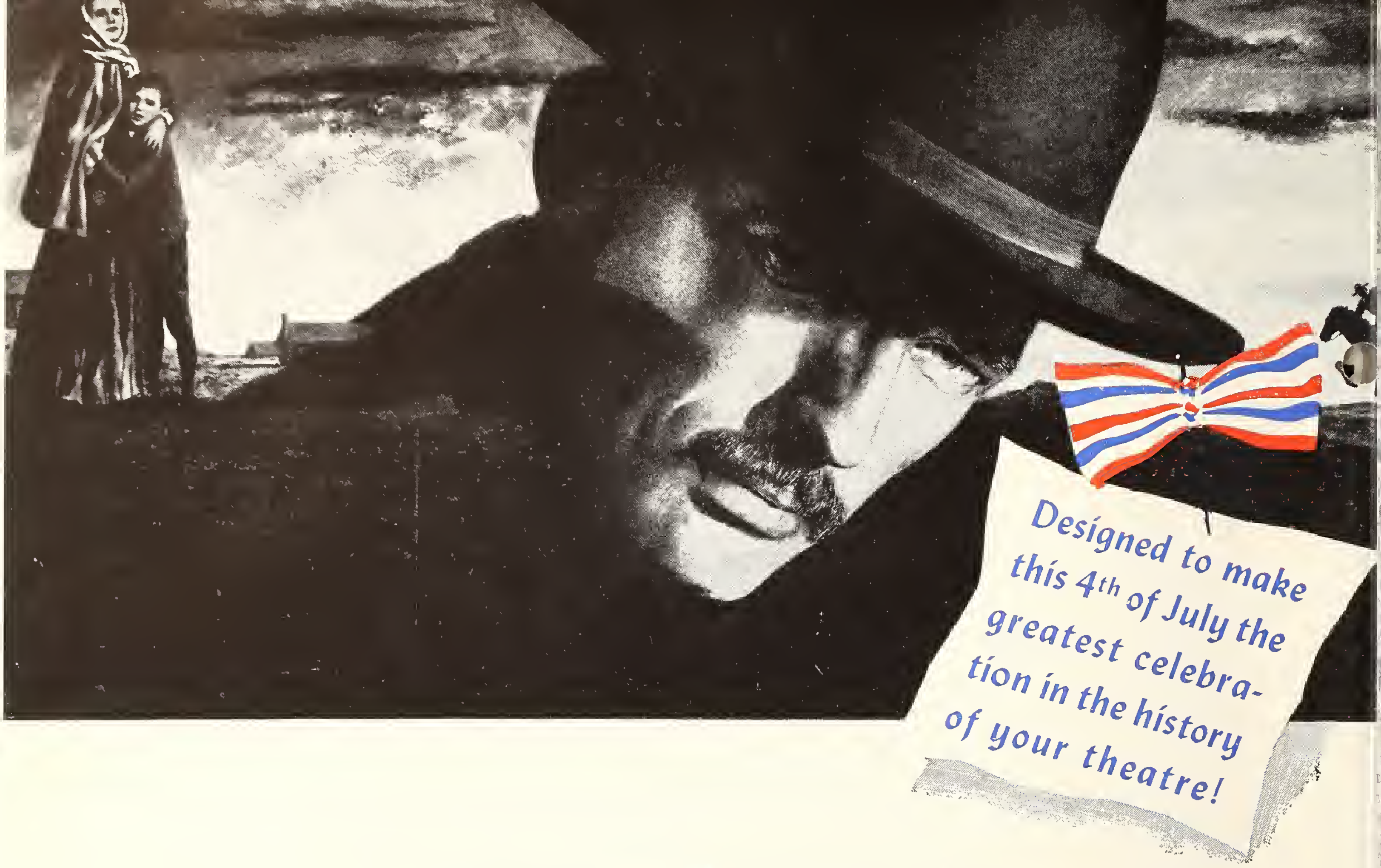
Crescent Faces Fine

(Continued from page 1)

has been no substantial construction initiated or where construction has been suspended for any great length of time; that affiliate Muscle Shoals Theatres be restrained for five years from constructing or acquiring theatres in the area of Muscle Shoals, Florence, Sheffield and Tuscumbia, all in Alabama; that Crescent and its president R. E. Baulch order Lewisburg Theatre Co. to stop work on a non-approved drive-in unless the court approves; that a trustee be appointed to carry out divestiture of the Lyric Amusement Co. and Newport Amusement Co.; and, finally, that Baulch, not a party to the original judgment, be made a party.

Columbus Tent to Fold

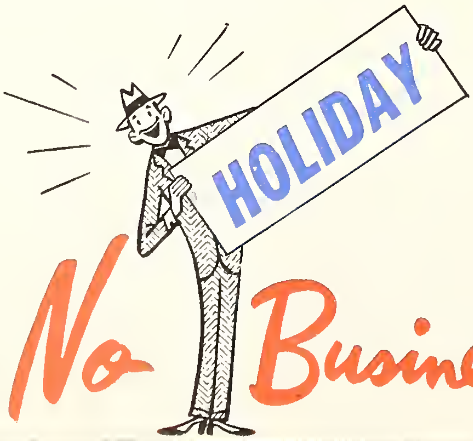
COLUMBUS, O., May 11.—Columbus Variety Club, Tent No. 2, will cease operations on June 1, following suspension of its charter at the national convention of Variety Clubs International. The club, in operation for the past 22 years may be reconstituted later if sufficient interest is shown, said Ralph Shiflet, treasurer.



Designed to make this 4th of July the greatest celebration in the history of your theatre!

"**Gregory Peck as 'The Gunfighter'** is one of the season's most dynamic portrayals. For the public, it packs a terrific dramatic wallop which seldom has been equalled in any type of picture. Here is one of 20th-Fox' top films of the season, which undoubtedly is destined for strong grosses. Picture is more than a western—it's dynamic, potent drama." —*DAILY VARIETY*

GREGORY PECK in "THE GUNFIGHTER" with HELEN WESTCOTT · MILLARD MITCHELL · JEAN PARKER and Karl Malden
Homeier · Anthony Ross · Verna Felton · Ellen Corby · Richard Jaeckel · Directed by HENRY KING · Produced by NUNN
JOHNSON · Screen Play by William Bowers and William Sellers · From a Story by William Bowers and Andre de



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NEW YORK 18,
N.Y.

EWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

O. 93 NEW YORK, U. S. A., MONDAY, MAY 15, 1950 TEN CENTS

preme Court ants Decree y to Three

's, 20th-Fox, W.B. More Divorce Time

SHINGTON, May 14. — Su- Court Justice William O. s on Friday stayed the New statutory court's decree pro- on divorcement and divestiture e high court has finally dis- f the appeals of Loew's, War- th Century-Fox and the gov- t.

stay means that until such time high court either rejects the or takes the appeals and final- les the case, the three theatre- defendants need not draw up ment and divestiture plans. er, it means that the various es on divorcement and divesti- the New York court decree, in- f dating from Feb. 8, the date

(Continued on page 3)

'Korda-Selznick oute Hearings

weeks of arbitration hearings lispute between David O. Selz- d Sir Alexander Korda on by both of breaches of their al distribution agreement were ed here on Saturday with sum- by Selznick's attorney before

(Continued on page 3)

tlook Good If TV intains Standards

ueried on the results of recent exchange of busi- information at a meet- of Universal-Internation- astern division represent- es, Maurice Bergman, U-I utive, said: "To para- se Nicholas Schenck, re is nothing the matter this business that a few e bad television programs 't cure'."

TOA Would Invite Allied To Arbitration Meetings

Goldwyn Suit vs. Fox West Coast Near

San Francisco, May 14.—Local attorneys for Samuel Goldwyn Prod. are putting the final touches to a bill of complaint for an anti-trust suit to be filed against Fox West Coast Theatres, possibly this week.

The oft-threatened and long anticipated action, to be filed in U. S. District court here, will charge monopoly and discrimination in FWC's film booking practices, it is reported.

Allied States, the Pacific Coast Conference of Independent Theatre Owners and other exhibitor organizations will be invited by Theatre Owners of America to participate in exhibitor-distributor conferences looking to the establishment of an industry-wide arbitration system, if the TOA executive committee at its meeting here today and tomorrow authorizes Sam Pinanski, president, to proceed with an arbitration plan.

Allied leadership has demonstrated recently an attitude of indifference toward the establishment of a system of arbitration, but it is believed in exhibition circles here that the organization would accept an invitation to send a delegate to any all-industry meeting on the subject.

PCCITO recently struck an arrangement with 20th-Fox for getting an arbitration system started on the Coast. Andy W. Smith, 20th-Fox vice-president, and PCCITO president Rotus Harvey are scheduled to confer next weekend on plans to implement the Coast arrangement.

Appeal Towne Decree Ruling

CHICAGO, May 14.—An appeal was filed here today in the District Court of Judge John J. Barnes by attorneys for the defendants in the Towne Theatre, Milwaukee anti-trust suit. The appeal seeks a reversal of the decision handed down by Judge Barnes who granted the Towne plaintiff damages of $1,295,878, court costs of $5,000 and attorneys fees of $225,000.

Tomorrow, the major distributor and circuit defendants will post a $2,000,000 appeal bond with the Federal Court with which to impose a stay of execution of the decree.

Columbia to Probe Effects of Decrees

ATLANTIC CITY, May 14.—Attended by 22 home office executives and sales personnel, and 81 delegates from the field, representing 14 exchanges, the second of Columbia's two-part sales convention for 1950 will get underway here tomorrow at the Ritz Carlton Hotel. The meetings will run four days, under the chairmanship of general sales manager A. Montague.

Following a message from Jack

(Continued on page 3)

Scully and O'Keefe Hold Field Meetings

Continuing their current nationwide analysis of business conditions, Universal-International sales executives will leave New York today for a series of meetings in the field following conclusion of initial meetings in the home office.

W. A. Scully, sales vice-president, and F. J. A. McCarthy, Southern-Canadian sales manager, will open meetings in Cincinnati tomorrow with branch managers, while A. J. O'Keefe, assistant sales manager, accompanied by Foster Blake, Western sales manager, will start meetings in Chicago.

UK Report Asks New Child Film Rules

LONDON, May 14.—After nearly two-and-one-half years of investigation, the Home Office committee has issued its report on "Children and the Cinema." Among its recommendations:

That children under seven should not be admitted unless accompanied

(Continued on page 3)

Pact Set with Argentina; to Run 5 Years

'Hazen Plan' Allows $1,100,000 Annually

American companies will resume shipments of films to Argentina for the first time in over a year in consequence of an agreement signed here Friday by Argentine Finance Minister Ramon Cereijo prior to his departure for Buenos Aires, and by Eric Johnston, Motion Picture Association of America president, prior to his departure for London to participate in the Anglo-American film remittance talks which open there today.

Known as the "Hazen Plan," because the accepted provisions were suggested by Joseph H. Hazen, president of Hal Wallis Prod., the five-year agreement permits American companies to send unlimited numbers of films into Argentina; to withdraw $1,100,000 in remittances annually, to be credited against the more than $5,-

(Continued on page 3)

Color TV Is First On FCC's Schedule

WASHINGTON, May 14.—The Federal Communications Commission will announce its color television decision before it goes on to hearings on reallocating existing TV channels and

(Continued on page 3)

Rodgers to Preside At MGM Meet Today

Approximately 85 members of M-G-M's home office and field sales, advertising, publicity and exploitation staffs will be on hand today for the first of three "Say It with Pictures" meetings called by William F. Rodgers, sales vice-president. The two-day session will get under way at the Astor Hotel with Rodgers conducting the sessions.

PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

THE EAGLE AND THE HAWK
A Paramount Picture
Color by TECHNICOLOR
STILL TIME TO DATE IT FOR DECORATION DAY!

T PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

DORE SCHARY, here from the Coast to attend the M-G-M sales meeting at the Astor Hotel, has cancelled all appointments on the advice of doctors and will return to Hollywood tomorrow. He is accompanied by his assistant, WALTER REILLY, and MRS. SCHARY.

◆

ANDY W. SMITH, 20th Century-Fox sales-vice president, will leave here today to attend the Allied of Iowa-Nebraska meeting in Omaha. He will be accompanied by his executive assistant, LEM JONES, and ROGER FERRI, editor of *Dynamo*.

◆

HERBERT A. BERGSON, assistant U. S. attorney-general in charge of the anti-trust division, was the guest of the Society of Independent Motion Picture Producers executive committee on Friday at a luncheon at Perino's Restaurant, Hollywood.

◆

WILLIAM BROWN, manager of Loew-Poli Bijou, New Haven, tomorrow will celebrate his 28th anniversary in show business and, with MRS. BROWN, will celebrate their 32nd wedding anniversary.

◆

BEN GOETZ, M-G-M production head in Great Britain, left here by plane for the Coast over the weekend.

◆

EDWARD LACHMAN, president of Carbons, Inc., will leave here tomorrow for the Coast.

◆

GEORGE PAL, producer, is here from Hollywood.

◆

PAUL MACNAMARA, Coast publicist, is here from Hollywood.

Fordham Prof. Avers '10' Are Communists

All 10 of the "Hollywood 10" were members, of the Communist party, Louis Budenz, former Communist editor, testified last week at the Paul Draper-Larry Adler libel trial at Hartford, according to press reports of the proceedings.

Budenz, former managing editor of the *Daily Worker* and now a professor at Fordham University, said he knew "personally" that John Howard Lawson, Dalton Trumbo, Albert Maltz, Alvah Bessie and Ring Lardner, Jr., were Communists, and the other five he identified as party members "only by official reports."

Mayer and Kingsley Form Import Firm

ALBANY, N. Y., May 14.—Arthur Mayer and Edward Kingsley, Inc. has been registered here to conduct industry business in New York City.

The new firm is still in the formative stages, according to Kingsley, in New York, but plans call for the importation of foreign films. Release will be through Oxford Films, of which Kingsley is a vice-president.

Tradewise . . .

By SHERWIN KANE

THE spirit that prevailed at the Chicago meeting of the Conference Committee of the Motion Picture Industry last week makes possible the first industry trial of cooperative endeavor in its own behalf in more than a decade.

It needed a cooperative spirit to bring it into being. Fortunately, that was not lacking at the Chicago meeting. It overcame the misgivings of some and sharp differences of opinion among others. Individual impressions, and some convictions, were set aside at the meeting in the face of the basic desire of all to give industry unity the chance of exploring the high promise held out by the Council of Motion Picture Organizations.

If that same spirit prevails throughout COMPO's year of trial, it is safe to predict it will prove itself and earn the right not only to continue but to expand.

Those in the industry who, before the Chicago meeting, were uncertain of COMPO's chances of coming into being, have since been the most enthusiastic over what was accomplished there. Their cynicism has given way to sincere praise, and most of it is directed to those who went to the meeting with reservations or misgivings and there laid them aside in order that COMPO's start might not be further delayed nor surrounded with new restrictions.

◆

There were those who were not—and still are not—convinced that the sponsorship of some form of conciliation machinery for settlement of internal industry disputes should not be a COMPO function. In the face of contrary opinion, they wisely refrained from making an issue of their conviction.

There were those who were not—and still are not—convinced that continuation of the campaign by COMPO's taxation and legislative committee for full repeal of the Federal admission tax is the best course to pursue under existing conditions. They, too, bowed to the majority and endorsed the tax committee's policy.

There were others who were not satisfied with the proposed method of financing COMPO; still others with misgivings about the choice of officers and methods of selecting an executive vice-president.

Rather than jeopardize COMPO's chance at life, these refrained from standing on their reservations and, instead, sought to insure efficiency and fairness by approving COMPO and directing their recommendations to the revision of by-laws or suggesting new procedures, many of which were adopted.

It was in that spirit that COMPO was made possible. It will be only through the continuation of that spirit that COMPO can be made to work.

◆

Sidelights of the meeting relayed by delegates reveal some interesting happenings

For one, it appears that the "conditions" set forth by Theatre Owners of America in advance of the Chicago meeting actually were not "conditions" at all. After they had been discussed in the Drake Hotel meeting room for about 30 minutes, Gael Sullivan, TOA delegate, realized the mistaken notion other delegates had of TOA's 10 or 11 points and made it clear that they were to be regarded as recommendations or suggestions, not an ultimatum.

Acting within the leeway accorded him in advance by TOA, Sullivan refrained from pushing the program beyond the temper of the meeting. In consequence, many of the points raised by TOA were cared for in subsequent amendments to COMPO by-laws or by procedural methods subsequently adopted.

There is also the story that the first day's presentation of a slate of officers did not start out to be a "temporary" slate. It seems after the nominations it was observed that some organizations were not represented among the officialdom and, in some instances, those that were had been given representatives other than their top men. Hence the decision on Tuesday to make the first slate temporary, to serve until COMPO's charter of incorporation is issued in a few weeks, at most, and to name a new, "corrected" slate to serve for the first year after formal organization.

Be that as it may, the industry rejoices that COMPO, at long last, has learned to crawl. It looks forward hopefully to the day when it will stand and take its first steps—forward and not too falteringly, let it be added.

Newsreel Parade

PRESIDENT TRUMAN on
and the wedding of Princes
tima are current newsreel highl
Other items include the Bro
cave-in tragedy, air maneuvers
sports. Complete contents follow

MOVIETONE NEWS, No. 39—Pre
Truman hailed on 16-state whistle-sto
WAC officers graduate. Cave-in kills
digger. AFL stages union sh[illegible]in
delphia. Iran's Princess Fati[illegible]eds.
meet. Acrobatic dogs.

NEWS OF THE DAY, No. 273—O
with President Truman. Some 2,000 ju
parachute thriller. Tragedy in a
Princess Fatima marries Yank. AFL
industry show. Sports: boxing show.

PARAMOUNT NEWS, No. 76—Jet
drops in from Canada. Cave-in tr
News of events and people: President
man talks; AFL show in Philade
Princess Fatima weds. Meet the s
sphere daredevil.

TELENEWS DIGEST, No. 19-B—
lyn: Cave-in victim. Railroad strike.
dent Truman travels. Albert Einstein
Jewish goals. Germany: Six Poles
consulate. Emperor Hirohito hails
tution. Fire in Canada.

UNIVERSAL NEWS, No. 351—Air
maneuvers at Fort Bragg. News in
President Truman at Lincoln, Neb.;
show in Philadelphia; Man in a we
breaking in Wisconsin. Remote contr
dio-lawnmower.

WARNER PATHE NEWS, No. 78—
ident Truman on tour. Cave-in victi
maneuvers at Fort Bragg. Princess F
weds. AFL show in Philadelphia. D
championship in France. Tony G
fights bear.

Stern Heads Chic
Jewish Appeal Dri

CHICAGO, May 14.—The amus
division of Chicago's 1950 com
Jewish Appeal will hold its
raising dinner meeting on Ma
Chairman is Meyer Stern of t
Stern Circuit. The division expe
surpass the $281,448 raised last
Co-chairmen are John Balaban,
Kirsch, Louis Lindenthal, A
Schoenstadt, Emanuel Smerling,
ing Mack and Jack Rose. Headin
distributors are Sam Gorelick,
Lourie, Harold Loeb and Louis
man. Heading other sections are
Goodman, Robert Harrison,
Klugman, Clarence Jalos and M
Wallace.

Public Responding
Palsy Collections

Audience collections at the
York and Brooklyn Paramount
tres produced $7,500 in the first
of the industry drive for the U
Cerebral Palsy Associations, R
M. Weitman, New York cam
chairman, reports.

Collections elsewhere in the
here are reported at a compa
rate. Lobby collections have bee
augurated in 35 theatres of the M
politan Motion Picture Theatres
sociation and audience collections
be started this week in member
tres of the Independent Theatre
ers Association of New York.

AMPP to Honor Liaq

HOLLYWOOD, May 14.—Paki
Prime Minister Liaquat Ali Kha
be the guest of the Associati
Motion Picture Producers Thur

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Satu
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Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washi
J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lo
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ant Stays

(*Continued from page* 1)

decree, will run from the date final high court mandate in the

ice Douglas' decision was an-
ed without any delay immediately
e had listened to about an hour's
ent on the case.

rneys representing the film
nies were John W. Davis, J.
Rubin and Benjamin Melniker,
s; James J. Byrnes and John
., 20th Century-Fox; Joseph M.
auer and Howard Levinson,
er Brothers. Philip Marcus and
Stern spoke for the govern-
with solicitor-general Philip
an present but not speaking.

Warner Extension

resenting a new deadline exten-
f two weeks, the Department of
e has agreed to give Warner
May 26 to break up its partner-
Atlantic Theatres of New Jer-
hich is the company's only re-
ng jointly-owned operation.

FLY
UNITED'S
Mainliner
Stratocruiser
to
HAWAII!

t's the finest of *all* Strato-
ruisers—*the most luxurious*
lane over the Pacific.

Yet you pay the *regular*
are for this de luxe service.

JUST 24⅓ HRS.
rom New York. Leave at
:45 p. m. (Sun., Tues.,
hurs., Sat.). be in Hawaii
r dinner. Or, leave at 12
oon (Tues., Thurs., Fri.,
at.). be there for breakfast!
ia connecting DC-6 Main-
ner 300 from New York.
tandard times shown.

NITED AIR LINES
irlines Terminal Bldg., 80 E.
2nd St., or Hotel Statler. Call
URray Hill 2-7300 or an author-
ized travel agent.

Review

"The Jackie Robinson Story"

(*Jewel Productions—Eagle-Lion*)

THE life story of Jackie Robinson has been translated into a provocative motion picture. A ready-made audience awaits this biographical drama of the pride of the Dodgers in the millions of sport fans, and this includes even those hardened habitues of the Polo Grounds. The picture is at all times an entertainment film of popular appeal though serious-minded filmgoers, looking for one, can find a social theme in it.

The large number of executives and employes of Eagle-Lion who have a financial interest in the picture need not worry about promotion angles. They suggest themselves joyously. Last week's *Life* magazine had Robinson on its cover and the current issue of the *Saturday Evening Post* carries a leading feature on him, to mention but two of many publicity breaks.

The picture, in plot and background, has been reconstructed pretty much along factual lines. The question remains whether the film could not have been even more dramatically effective if fictionalizing liberties had been taken by the writers.

Robinson of course plays himself and does a job of acting that is surprisingly competent and convincing. Ruby Dee, as his sweetheart and eventual wife, gives Robinson valuable assistance in a performance that is restrained and always in the right key.

The major struggle of Robinson's baseball career, as related in the screenplay of Lawrence Taylor and Arthur Mann, was that of surmounting the racial prejudices that surrounded it. With the aid and understanding of Branch Rickey, played by Minor Watson, the picture shows how Robinson finally won his battle against Jim Crow and rose to his present place of respect in the sport world. His career is traced from a baseball-loving youngster in torn knee-pants, to his college days, the Army, finally the minor league and on to the Dodgers. Intermittent touches of humor are threaded throughout.

Richard Lane's performance as a team manager is outstanding. Others performing adroitly are Louise Beavers, as Robinson's mother, and Joe Fluellen as his brother. Mort Briskin produced and Alfred E. Green directed for Jewel Productions, Inc.

Running time, 76 minutes. General audience classification. May release.

MANDEL HERBSTMAN

Color TV First

(*Continued from page* 1)

opening up the UHF band to television, according to Senate Interstate Commerce Committee chairman Ed Johnson. This might be late in the summer, he indicated.

Johnson said that all briefs, evidence, answers and other material in the color TV proceedings would be in by June 25 and that a decision could not be expected before 60 days thereafter. He pointed out that the Senate Committee's advisory committee on color, headed by Dr. Edward U. Condon, would report next month and that the Committee's findings would be essential to an FCC decision.

He added that under the schedule he had outlined on color, it could begin the allocation hearings by Sept. 1. At least five to six weeks of hearings will be required on allocation, he declared, and "a final allocation decision is unlikely before late November or early December."

Columbia Meet

(*Continued from page* 1)

Cohn, the initial day's meeting will be devoted to a study of recent Federal court decisions and decrees and any possible effects they may have on the company's sales and distribution plans.

Korda-Selznick

(*Continued from page* 1)

former Secretary of War Robert P. Patterson, court-appointed arbitrator for the dispute.

Louis D. Frohlich of Schwartz and Frohlich, Korda's counsel, completed his summing-up on Friday. Patterson's decision is expected to be handed down in a few weeks and must be confirmed by the court thereafter. The dispute involved the jointly-produced "Gone to Earth" and "The Third Man," as well as other Korda and Selznick pictures involved in an exchange of distribution rights. Korda left here for London by plane and Selznick and Jennifer Jones sailed for England Friday on the *S.S. Medea*.

Argentina

(*Continued from page* 1)

000,000 which the industry now has frozen there, until such frozen funds are entirely wiped out, and to invest their surplus earnings in Argentina in any manner they choose. No remittances have been received from Argentina in more than a year.

The "Hazen Plan" was worked out after several previous proposals and counter-proposals had been rejected and the negotiations had bogged down. Following a meeting of company presidents here on Thursday, presided over by Joyce O'Hara, assistant to Johnston, a smaller group continued conferences with Cereijo in his Waldorf-Astoria apartment. Present were Johnston, Hazen, Stanton Griffis, U.S. Ambassador to Argentina, and Joachim Rickard, MPAA Latin American supervisor. The meeting lasted throughout most of the night with the agreement being signed on Friday.

UK Child Film Rules

(*Continued from page* 1)

by an adult; that children under five should not be admitted to children's matinees, and no unaccompanied child under 12 should remain in the theatre after eight P.M.

Also, that present picture gradings should be abolished and the following new categories substituted: "X" from which children would be excluded; "C" for films shown at children's matinees, and two advisory certificates indicating whether a film (other than "X") is preferable for family entertainment or for adults.

The SLAP in the Face
THAT TOUCHES THE HEART OF AMERICA!
Warner Bros. bring you a rousing screen sensation — a drama born of the ruthless story of today's Prison for Women!
"Caged!"
STARRING
ELEANOR PARKER WITH AGNES MOOREHEAD AND A BRILLIANT CAST YOU'LL LONG REMEMBER!
PRODUCED BY JERRY WALD WRITTEN BY VIRGINIA KELLOGG AND BERNARD C. SCHOENFELD MUSIC BY MAX STEINER DIRECTED BY JOHN CROMWELL

let's ALL get DOWN TO WORK!

There have been meetings and discussions and fanfare galore . . . about the ills of our industry . . . and what we can DO about it! It's all been a great means of letting us take a look at ourselves . . . and our business . . . in the candid mirror of surveys and opinions . . . BUT . . . now we've got to add some PERSPIRATION to the CONVERSATION . . . and *Get Down To Work!* . . . We've got to roll-up-our-sleeves and start Out-Selling Television, Canasta and the good old Summertime . . . and we've got to do it with the SHOWMANSHIP that made our industry GREAT . . . and has kept it great . . . through times good and bad.

It isn't a One-Man Job . . . it's an *Industry* responsibility! That means YOU . . . and YOU . . . and YOU! So . . . let's *prove* that MOVIES ARE BETTER THAN EVER! . . . Let's *prove* that SHOWMANSHIP IS BETTER THAN EVER! . . .

Let's ALL Get Down To Work!

HERALD
HERALD
POSTERS

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FILE COPY
DO NOT REMOVE

FIRST IN FIL NEWS

M.
ATT
28
NE.

MOTION PICTURE DAILY

Accurate Concise and Impartial

. NO. 94 NEW YORK, U. S. A., TUESDAY, MAY 16, 1950 TEN CENTS

ompoRenews ight for ax Abolition

ers Calls Meet Here; Concentrate on Senate

ASHINGTON, May 15.—Plans for
tivation of the industry's cam-
n for complete abolition of the
er cent Federal admission tax
be discussed at a meeting of the
cil of Motion Picture Organiza-
s tax committee at the Hotel As-
n New York Wednesday morn-

is was revealed by committee
man Abram F. Myers, who said
ommittee had been given a man-
by the recent COMPO Chicago
ing and that the Wednesday date
the "only time in the near future
an get even half the committee
her."
esumably the group will agree
there is no longer much point in
king the House Ways and Means

(*Continued on page* 4)

OMPO Gets .Y. Charter

e Council of Motion Picture Or-
ations is now a legal reality.
tification that COMPO's certifi-
of incorporation has been filed
r the laws of the State of New
was verified from Albany in a
received yesterday by Sidney
eiber, Motion Picture Association
merica's attorney, who was called
by COMPO to prepare and
it the certificate.
e certificate was approved by

(*Continued on page* 4)

ssours Sell Studio, rease Production

LLYWOOD, May 15.—Nassour Stu-
built and operated by Edward
William Nassour, will pass into
possession of the *Los Angeles*
s-owned television station KTTV
n a few days, Edward Nassour
rmed today in a deal involving a

(*Continued on page* 4)

TV and Theatres Will Go Hand-in-Hand: Wolfson

Television and the motion picture theatre will complement one another in due time rather than stand as antagonists in the competition for the amusement dollar, according to Mitchell Wolfson, chairman of the Theatre Owners of America's theatre television committee.

Wolfson made this observation here yesterday following the first day's session at the Hotel Astor of the two-day meeting of the TOA executive committee. At the closed parley he

(*Continued on page* 3)

MGM Setting Heavy Production Program

Reflecting full confidence for future operations, Dore Schary, M-G-M vice-president in charge of production, is expected to announce the company's most ambitious production program in recent years when he appears before the M-G-M "Say It with Pictures"

(*Continued on page* 2)

AFL GUARD AGAINST COMMUNISM IN UN FILMS PLEDGED BY GREEN

American Federation of Labor will guard against the infiltration of Communist techniques in United Nations motion pictures, AFL president William Green has indicated in a letter to U. S. Secretary of State Dean Acheson, made public yesterday.

The letter concerned the nomination of Richard F. Walsh, president of the AFL's IATSE, as advisor to the U. S. delegation at the fifth general conference of UNESCO, scheduled to open May 22 in Florence,

(*Continued on page* 4)

Action Nearly Due On ECA Guarantees

WASHINGTON, May 15.—The Economic Cooperation Administration expects to announce by the end of the month terms of its guaranty contracts for the operation of motion picture companies in Germany during 1950.

The total involved is about $3,300,-

(*Continued on page* 4)

Both Government and Companies See Supreme Court Ready to Hear Appeals

Washington, May 15.—Government attorneys as well as those for Loew's, 20th Century-Fox and Warner apparently are proceeding on the assumption that the U. S. Supreme Court will agree to review a New York statutory court decision in the industry anti-trust case for the second time.

The three companies have asked the high court to review the New York court's Feb. 8 decision and from the tenor of their arguments and the government's before Justice William O. Douglas here last Friday on applications for a stay of judgment, there appears to be little doubt on either side that the Supreme Court will grant the companies' petitions for review. The case was before the high court several years ago.

If the Supreme Court were to take the case now it could not be argued before early fall, with a decision unlikely before the end of the year or early next year. With the stay of the New York court judgment now in effect, the companies would have three years after the Supreme Court decision in which to effect divorcement and divestiture unless consent decrees are entered into with the government in the meantime.

UKRemittance Views Given US Delegates

Production in Britain Looms as Big Problem

By PETER BURNUP

LONDON, May 15. — Encouragement of increased American production here looms as a major strategy of the British government and film industry in the negotiations concerning the Anglo-American motion picture remittance agreement, which were opened at the Board of Trade today.

Today's meeting produced an exchange of views by Harold Wilson, president of the BOT; Eric Johnston, Motion Picture Association of American president; Ellis Arnall, president of the Society of Independent Motion Picture Producers; James Mulvey, also represent-

(*Continued on page* 3)

Technicolor Cuts Prices

March was the biggest month in the history of Technicolor, Inc., Dr. Herbert T. Kalmus, president and general manager, declared here yesterday as he announced a reduction in the base price of 35mm. prints. Kalmus, who met the press yesterday at a reception at the Waldorf-Astoria Hotel, said record volume was expected by the end of the year, after completion of plant expansion.

Kalmus revealed that the net profit

(*Continued on page* 3)

Allied of Ia.-Neb. Meet Opens Today

OMAHA, May 15.—Annual two-day convention of Allied ITO of Iowa and Nebraska will get underway here tomorrow at the Fontanelle Hotel, with a speech on television by Trueman Rembusch, national Allied president, and a demonstration of Phonevision among the opening day highlights.

PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW
THE EAGLE AND THE HAWK IS "SUREFIRE!"
A Paramount Picture Color by TECHNICOLOR Says Film Bulletin
IN TOWN!
NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Four Industry Shorts Free

Exhibitors who are participating in the industry's "Movies and You" short subjects institutional goodwill film project will receive the last four subjects in the series rental free, it was announced by William L. Ainsworth and Joseph R. Vogel, chairman and treasurer, respectively, of the all-industry board of trustees which was named a year ago to administer the cooperative undertaking. Sufficient revenue is expected to be recouped from rentals on the first eight subjects to cover the stipulated costs of all 12.

The four one-reelers are "The Costume Designer," to be released by RKO Radio in September; "The Screen Writer," 20th Century-Fox, November; "The Cinematographer," Paramount, in January, 1951, and "The Screen Director," Warner, March, 1951.

Francis S. Harmon, secretary of the board of trustees, stated that the cost of the project, including out-of-pocket production expenses plus positive print costs and publicity, would approximate $350,000. No studio overhead or charges for distribution are reflected in this figure. Some $160,000 has been received to date.

Colbert, Crosby Top *Companion's* Poll

Claudette Colbert and Bing Crosby top this year's *Woman's Home Companion* readers poll for favorite stars, published in the June issue of the magazine which will be on newsstands Friday. Crosby's first place in the male list is his fifth consecutive time in the top spot, while Miss Colbert moves up from fifth place in last year's poll.

Male stars in the remaining first 10 positions are in the following order: Spencer Tracy, Cary Grant, Clark Gable, Jimmy Stewart, Gregory Peck, Gary Cooper, Walter Pidgeon, John Wayne and Ronald Colman.

Among the female stars are June Allyson in second place, followed by Loretta Young and Olivia de Haviland in third and fourth place. A special award is given to Jeanne Crain for her role in "Pinky."

Press Barrage for 'Sunset Boulevard'

The "Sunset Boulevard" promotion campaign gains impetus with Max E. Youngstein, director of national advertising-publicity for Paramount, arranging for the distribution of 15,000 copies of a 30-page *Life*-format mailing piece to all newspapers, magazines, radio stations and television outlets in the U. S. and Canada.

Starr Airs Premiere

Premiere of United Artists' "Johnny Holiday" was held here last night at the Mayfair Theatre, a benefit performance for the National Cartoonists Guild's youth aid program. Martin Starr, WINS commentator, broadcast the proceedings.

Personal Mention

HENRY GINSBERG, Paramount production head, will leave here tomorrow for the Coast.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left here last night for Buffalo and Toronto.

•

STEVE STRASSBERG, Film Classics assistant advertising-publicity chief, is in Milwaukee from here.

•

BOB CONDON, Buchanan Agency account executive, is on the Coast from New York.

•

DR. C. E. MEES, Eastman-Kodak research vice-president, has been elected to membership in the National Academy of Sciences.

•

CAREY WILSON, M-G-M producer, is due here today from Hollywood.

•

ROBERT HAMER, British director, is due here today by plane from London.

•

JAMES R. GRAINGER, Republic executive and sales vice-president, left here for the West Coast last night, making stopovers at San Francisco and Los Angeles branches and then visiting the company's North Hollywood studios for conferences with president HERBERT J. YATES. GRAINGER will return to New York at the end of this month.

•

SIR ARTHUR JARRAT, chairman of British Lion; ALLAN JONES and his wife, IRENE HERVEY, and S. N. BEHRMAN, writer, are among passengers sailing from here today for Europe on the *S.S. Queen Elizabeth*.

•

SENN LAWLER, public relations director for Fox Midwest, has been named foreman of the Jackson County, Mo., grand jury.

•

DAVID LIPTON, Universal-International advertising-publicity director, has arrived here from the Coast.

Lawson, 59, Head of Rank Canadian Firm

TORONTO, May 15.—J. Earl Lawson of Toronto, president of the J. Arthur Rank Organization of Canada, Ltd., and subsidiary companies, died here on Saturday after an illness of over a year for which he spent considerable time in the Western General Hospital.

In his 59th year he was president of the Canadian Picture Pioneers and was active in the Toronto Variety Tent and board of trade. He started as a suburban exhibitor and later became prominent as a lawyer and member of Parliament, reaching the height of his political career as a Federal Cabinet Minister.

J. Arthur Rank and John Davis of London visited Lawson early in April when there was a rumor of the reorganization of the Canadian Odeon circuit of which he was also president.

The funeral will be held here tomorrow. Immediate survivors are the widow and two children.

Dies from Accident

HOLLYWOOD, May 15.—Charles Kemper, 49, character actor and former president of the Masquers Club, died at Burbank Saturday of injuries received Thursday in an automobile accident. The widow was also injured in the accident which took the life of Warren Johnson, driver of the car in which the Kempers were passengers. Kemper was to have started work on a Universal-International production this week.

20th Films Philharmonic

Rehearsal of the New York Philharmonic-Symphony Orchestra, conducted by Dimitri Mitropolous, has been filmed by 20th Century-Fox in a short subject to be offered by the company on its Fall schedule. Produced by Edmund Reek and directed by Alexander Hammid, the one and a half-reel subject idea was suggested by Spyros P. Skouras, president of 20th Century-Fox.

Chase Is Appointed Morgan's Assistant

Stanley Chase, home office supervisor of independent contracts for Paramount Pictures, has been named assistant to Oscar A. Morgan, sales manager of short subjects and news, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Associated with Paramount for the past 18 years, Chase started as a booker in the New York branch.

MGM Program

(*Continued from page* 1)

sales meeting today at the Hotel Astor.

The sessions were begun yesterday with William F. Rodgers, sales vice-president, presiding and with about 85 members of the home office, field sales, advertising and publicity staffs attending.

Schary, whose talk will be recorded for reproduction in other areas, will outline the full studio schedule for the next 16 months, it is understood.

Howard Dietz, advertising-publicity vice-president; Silas F. Seadler, advertising manager; Dan S. Terrell, exploitation head, and John Joseph, publicity manager, will be among the other speakers.

Sales problems were taken up at yesterday's session, to some extent in the form of questions and answers, the latter given by Rodgers.

Schary will return to the Coast immediately following today's meeting, having cancelled all appointments on the advice of his doctors.

Gravitz Acting Head of MGM Branch in New Haven

Phil Gravitz has been appointed acting manager of M-G-M's branch in New Haven, William F. Rodgers, sales vice-president, announced yesterday at the opening session of the first of three "Say It with Pictures" meetings, at the Astor Hotel. He temporarily assumes the duties of the late Harry Rosenblatt.

NEWS in Brief . .

MANNING CLAGGETT of Motion Picture Association America's Washington press depa ment this week will begin a tour Eastern cities to visit motion pict editors and critics. The tour may extended nationally later.

•

Washington, May 15. — Dist Court Judge Edward A. Tar day denied the motion of major distributors to have the a trust case brought against th here by the Center Theatre Hampton, Va., transferred to N port News.

•

WASHINGTON, May 15.—The g ernment has asked the Oklahoma Federal Court to extend until July the deadline for the Justice Depa ment's reply brief in the Griffith a trust suit. Such an extension wo make it unlikely that the court wo decide the case before the fall.

•

Buffalo, May 15.—Edward A. C lin, manager of the local War exchange since July, 1946, has b promoted to manage the compan office in Cleveland. He has b succeeded here by Pete De Fa associated with Warner in a sa capacity.

•

HOLLYWOOD, May 15.—Prelimin hearing in the Conference of St Unions' $43,000,000 suit against ma studios charging conspiracy with IATSE in connection with the 1 studio strike, scheduled for today continued to May 29 by Federal Ju William C. Mathes following a b discussion by counsel for both si

20th Board Meet Toda

Election of the board of direct with all incumbents being candid for re-election, is slated to highl the annual meeting of 20th Cent Fox stockholders at the home o today. Proposals by a minority h er to limit pensions and consider ary deductions for executives of corporation also will be acted u

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
"NO SAD SONGS FOR ME"
starring
MARGARET SULLAVAN · WENDELL COREY · VIVECA LINDFOR
A Columbia Picture
Plus Spectacular Stage Presentation

HUMPHREY BOGART
"In a Lonely Place"
with GLORIA GRAHAME
A COLUMBIA PICTURE
in Perso
FRANKIE LAI
Miss Patti Pag
Pat Henning
Extra
Elliot Lawrence
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Fe
Nightl

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Satur Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigp New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secre James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. We Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washin J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lon Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Internat Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rate year, $6 in the Americas and $12 foreign; single copies, 10c.

emittances

(Continued from page 1)

g SIMPP, and other Ameri-
n and British officials.

ıe discussion was described as
ıeral" and was followed up by a
ten summation of Wilson's pro-
ls which was prepared by Rupert
ıervell, British Treasury official,
delivered to the American repre-
atives.
ton, Arnall and Mulvey will
morrow morning to discuss the
osals. A second meeting with
son has not been definitely set yet
probably will not occur before
lnesday. At that time the Ameri-
are expected to make known to
their views.

Vants Production in Britain

lthough the respective sides are
to be not too far apart in their
vs, it is known that Wilson is
ious to sell Johnston, Arnall and
lvey the notion that American pro-
ers will find it profitable to make
ures here. The American delega-
probably is in no position to
ke a commitment on any broad
e.
t the moment there is no indica-
that Wilson is endeavoring to re-
e the $17,500,000 annual remittance
the next two years of the agree-
it. Also, there appears to be little
lihood that Americans can succeed
ıaving it increased for the next two
rs. Treasury and Bank of England
ials, as well as Board of Trade
ials, sat in at today's meeting on
British side.
ohnston had with him Joyce
Iara, his assistant, and several
AA aides. The U.S. Embassy here
was represented.
His Majesty's government has for-
lly bidden the American industry
resentatives to a banquet tomorrow.

Charles F. Baldwin, U. S.
mbassy economic adviser here,
at in at today's meeting as an
bserver and will be available
s an adviser to the American
elegation hereafter. It was not
lear whether he had been as-
igned by the State Department
n Washington in consequence
f the recent Hollywood Labor
Council request for the pres-
nce of a government repre-
entative at the meetings, but
hat was thought to be unlikely.

The meeting started at three P.M.
the President's room of the Board
Trade. In the morning Johnston
ıferred with the whole group of
ndon managers of American dis-
oution companies. Wilson and John-
n met briefly on Sunday. Johnston
l O'Hara had been guests of Nicho-
Davenport, former director of the
vernment's Film Finance Corp.

Will Heed Protests

On his arrival here Saturday, John-
n told reporters that film produc-
n is in a depressed state in many
rts of the world, as well as in Brit-
ı. He said that 40 per cent of Holly-
od's workers are unemployed. He
d he would pay heed to the pro-
ts of those workers against in-
eased American production here.
Johnston said he expects the nego-
tions to last 10 to 14 days. In addi-
n to O'Hara, he has John McCar-
, MPAA foreign department head,
d F. W. Allport, MPAA London
ınager, with him here. Arnall and
ulvey are without other SIMPP
presentatives.

Review

"Devil's Doorway"

(Metro-Goldwyn-Mayer)

ROBERT TAYLOR follows his virile performance in "Ambush" with an equally rugged role in another Western saga. A somewhat unconventional contribution to the genre, "Devil's Doorway" casts Taylor as an "educated" Indian of the 1860's who returns to Wyoming from honored Civil War service to find that he and his people still are second-class citizens and completely without property rights. Angered at being only "a ward of the state," notwithstanding his possession of the Congressional Medal of Honor, Taylor resolves to resist to the bitter end the attempts by white sheepherders to stake out claims on his rich grazing lands. And a bitter end it is! The adult male population of the little Indian community is annihilated, and the women and children are forced to retreat penitently to a government reservation.

Alongside the white men in the picture, Taylor cuts an heroic figure in the make-up supplied by Jack Dawn. He emerges as a classic type of Indian, physically powerful and mentally keen. Alongside the many actual Indians who fill incidental roles in the film, however, Taylor looks conspicuously Caucasian. In general, the picture's shortcomings, like this one, are minor, while from the overall standpoints of entertainment and commercial value "Devil's Doorway" rates high. Moreover, it drives home in tacit but nonetheless powerful terms an indictment of social discrimination and intolerance as it exists today. Producer Nicholas Nayfack, director Anthony Mann and scenarist Guy Trosper rate applause for a job well done.

Louis Calhern handles with sinister aplomb the role of the anti-Indian attorney who fires the sheepherders into attacking Taylor's little colony; newcomer Paula Raymond demonstrates a nice command of histrionics as the lady lawyer who defends the Indians in court and who becomes linked quasi-romantically with Taylor; Marshall Thompson, as a young sheepherder, gives a reliable performance, and so do James Mitchell, Edgar Buchanan, Rhys Williams, Spring Byington and others in lesser roles.

Running time, 84 minutes. General audience classification. For July release.

CHARLES L. FRANKE

Technicolor Cuts

(Continued from page 1)

after taxes for the three months ended March 31, 1950, was estimated at $632,984.75, equivalent to 69 cents per share. This compares with $663,753.71, equivalent to 72 cents a share for a corresponding quarter in 1949, a record year.

The price reductions are one-half cent per foot on prints of nitrate stock and .65-cent per foot on prints on safety stock. The new base prices are: nitrate prints, 5.72 cents per foot (former price was 6.22 cents), and safety prints, 5.95 cents per foot (former price was 6.6 cents). Price reductions are applicable under existing contracts and are effective May 29.

Converts to Safety Stock

Kalmus said his Hollywood plant is being converted to safety acetate stock and that machines are being expanded and speeded up. He estimated that the company this year would do color work at a record rate of over 60 pictures, compared to about 45 for last year.

At the annual stockholders meeting here yesterday four directors were re-elected and a vote of confidence was voiced in management, according to Kalmus. Under a rotating system, four of the companies 12 directors come up for election each year.

Kalmus asserted that there have been no definite requests to be licensed under the Technicolor consent decree, but that there have been minor inquiries. He said that "if anyone wants to be licensed the company is ready to, if a satisfactory royalty can be worked out."

Kalmus, who recently announced that Technicolor had purchased the patent covering the color television tube invented by Dr. Willard Geer, said the tube offered "the best prospect of becoming the most practical direct viewing color television receiving tube."

Kalmus will see President Truman in Washington Thursday "to renew old acquaintances." He will leave for Europe on May 24.

Urges Bond Drive Aid

ALBANY, N. Y., May 15.—An "all out effort" by theatres in the Albany exchange district to make the Independence Bond Drive a success was urged by Sol Ullman, drive co-chairman, at meeting of the Fabian division offices today.

Here's One Way to Beat Phonevision

Zenith Radio Corp.'s demonstration film on Phonevision was shown yesterday to the Theatre Owners of America's executive committee during the luncheon intermission at the Hotel Astor where the group is meeting.

As the screen pictured woeful times ahead for the motion picture theatre in the face of Phonevision's anticipated ascendency, Si H. Fabian, a member of the audience, was heard to remark: "Aren't they passing around hemlock with this?"

TV and Theatres

(Continued from page 1)

reported to the executive group on progress in connection with his study of the use of video films to promote feature pictures for theatres.

Described by TOA executive director Gael Sullivan as "running behind schedule," the meeting was devoted yesterday to a report by Sullivan on the recent Council of Motion Picture Organizations' meeting in Chicago and to various reports on television, including Wolfson's. Sullivan said no action was taken by the executive group yesterday, but that it is expected the meeting today will act on the television reports as well as such subjects as possible arbitration system conferences with distribution company presidents, a trade practice code, etc.

HEART AND SOUL
Starring De Sica
•
PYGMALION
•
MAJOR BARBARA
•
THUNDER ROCK
Michael Redgrave
Lilli Palmer-James Mason
•
OUTCRY
"Tops Open City and Paisan" . . . —Variety
•
THE MASK OF LING CHI
Sessue Hayakawa
Eric Von Stroheim
•
JACQUELINE MISBEHAVES
Hugh Williams

ELLIS FILMS, INC.
CREST FILMS, INC.
JACK ELLIS, Pres.
1270 Sixth Avenue
New York City

Reminds Localities Of Tax Possibilities

Washington, May 15.—The cut in the Federal admission tax voted by the House Ways and Means Committee, if finally approved by Congress, opens "a big area of taxation to the localities," the American Municipal Association reminds member cities and towns.

Green on UN Films

(*Continued from page 1*)

Italy. Walsh now is en route to the conference, on appointment by President Truman.

After calling attention to the fact that the UNESCO conference envisions employing the medium of motion pictures and the theatre, the Green letter added that Walsh "is well acquainted with the subtleties of Communist techniques in attempting to infiltrate this important medium.

"Walsh's experience during the past several years with the aspects of his industry which have so direct a bearing on international relations are such as to make him preeminently qualified to serve as an advisor to the United States delegation."

Nassours Sell

(*Continued from page 1*)

$2,250,000 purchase price. The studio has been operated as a rental lot, except in instances when the Nassours used it for making their own pictures, and it will be continued largely on that policy by the new owner until such time as KTTV expansion requires the use of its entire facilities for television purposes.

Nassour said, "We shall now be free to enter more actively into independent production, and will produce many more pictures than we have in the past. We have never lost money on any picture we've made, and now we can give our full time to production."

TWA offers the most flights weekly direct to these cities in EUROPE

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MADRID GENEVA ZURICH

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Reviews

"Return of the Frontiersman"

(*Warner Brothers*) *Hollywood, May* 15

TECHNICOLOR, credited many a time and justly so with making a Western look better than it is, meets more than its match in this fist and gun exercise produced by Saul Elkins and directed by Richard Bare, with Gordon MacRae, Jack Holt, Julie London and Rory Calhoun in the top roles. A paying audience at Warner's Hollywood Theatre on the evening it was previewed gave up trying to take it seriously after the first 15 or 20 minutes, began tittering at that point and wound up laughing outright at the overdrawn heroics and serial-type melodramatics in which the film abounds. Maybe its niche is the Saturday matinee run in the houses where action, of which there is much more than enough, is all that matters.

The setting is Laramie, Wyoming, in the shooting 70's or thereabouts, and the story, credited to Edna Anhalt, has MacRae as the son of Holt, the steely-eyed sheriff, Calhoun as the local newspaper editor, and Julie London as the tenderfoot niece of the community doctor. MacRae serves 10 days in jail for engaging in a gun fight with a rugged fellow townsman who is shortly thereafter found dead under circumstances that suggest MacRae killed him, which the audience knows he didn't but doesn't know who did. MacRae takes to the wide open, figuring he'll have to find out who committed the murder before he can clear himself, and astoundingly escapes capture by posses which ride out to get him for the killing and for a bank robbery of which he is also innocent. Before MacRae accomplishes this, an enormous amount of shooting, fighting, riding, and a modicum of purely mechanical romance, is photographed.

Running time, 78 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"State Penitentiary"

(*Columbia*)

PRODUCER Sam Katzman and director Lew Landers utilize a documentary technique to give a routine story of prison life an atmosphere of honesty which does not always jibe with the contrived plot.

It is the story of a man unjustly convicted in court, unfairly treated in prison, vindicated at last by his wife, Karin Booth. She plays at romance with the real culprit, Onslow Stevens, uncovers the villainy and recovers the stolen $400,000. Warner Baxter plays the poor fellow imprisoned, and with maturity, restraint and conviction gives to the story its reality and appeal. A former aircraft manufacturer jailed for embezzlement, he learns the authorized procedure of prison life, and also learns from his fellow convicts the unauthorized procedures.

With an off-stage narrator much of the time, the picture often becomes lost in moralization and exposition of prison routine. When it returns to plot, however, dialogue is natural; scenes are actually inside prison walls; only its climax is contrived and cheap. All in all, the exhibitor may regard this as not a thriller but a fairly good program crime drama. In supporting roles are Robert Shayne, Richard Benedict, Brett King, John Bleifer, Leo T. Cleary, Rick Vallin, Rusty Wescoatt, William Fawcett and John Hart. Henry J. Green, Robert Libott and Frank Burt wrote the screenplay, from a story by Henry E. Helseth. Camera work, which is excellent, was directed by Ira H. Morgan.

Running time, 66 minutes. General audience classification. June release.

"Women from Headquarters"

(*Republic*)

STRICTLY minor league is this melodramatic offering about a young woman who joins the police force and practically single-handedly eliminates the criminal element in the big city. Virginia Huston, Robert Rockwell and Barbara Fuller have the key roles, supported by Norman Budd, Frances Charles, K. Elmo Lowe, Otto Waldis, Grandon Rhodes, and others.

Written by Gene Lewis, "Women from Headquarters" presents Miss Huston as the bane of the underworld, first cleaning up "skid-row honky-tonks" and then going after bigger game. Her roommate is Miss Fuller who marries a narcotics peddler. The latter is apprehended and leads Miss Huston to the boss of the racket. Stephen Auer was associate producer and George Blair directed.

Running time, 60 minutes. General audience classification. Release date, May 1.

GENE ARNEEL

"Cow Town"

(*Columbia Pictures*)

ONCE more Gene Autry rides and sings to delight his fans, this time in defense of the cattle owners' right to fence in their cattle with barbed wire. Armand Schaefer, the producer, and John English, the director, have built a presentable film which should give Autry's followers their money's worth. Gerald Geraghty wrote the screenplay. Photographed in sepia, "Cow Town" moves along at a leisurely pace, quickened from time to time by some good action and slowed occasionally by Gene's singing at critical moments.

Autry is a rancher, one of the first to introduce barbed wire. His objective is not only to stop rustling but to help the cattlemen control breeding. Opposing him is a gang trying to provoke range warfare and bring in sheep once the ranchers have destroyed each other. One of the ranchers is a girl whose ranch is facing foreclosure for taxes. Autry finds his fences torn up and the cow punchers, now fearful that they will lose their jobs, are also against him. He sets out to find the culprit behind all the trouble. This he does effectively. Gail Davis as the girl is properly fiery. The photography is good.

Running time, 70 minutes. General audience classification. May release.

Ticket Tax Repeal Urged by Mayors

A resolution petitioning Congress to repeal the 20 per cent Federal admission tax so that municipalities might be free to use this source of income should they care to, was adopted unanimously here at the closing session of the United States Conference of Mayors at the Waldorf-Astoria.

Compo Fight on Ta

(*Continued from page 1*)

Committee and will instead draw
plans to concentrate on the Sen
Tax bills in the House are usu
handled under a closed rule, wh
means that no changes can be m
in the bill reported by the Ways
Means Committee—it can only
voted up or down. Myers will le
here for New York tomorrow af
noon.

Compo Chartered

(*Continued from page 1*)

Justice Ernest E. L. Hammer of
State Supreme Court.

Formal registration of the do
ment which recognizes COMPO a
corporate entity has thus been effe
in less than one week after the
cago meeting at which immediate
corporation was voted.

The incorporation certificate
signed by the following COMPO
ficers: Ned E. Depinet, Gael Sulli
Harry Brandt, Abel Green,
Brecher and Francis S. Harmon.

ECA Film Guarant

(*Continued from page 1*)

000. Each of the major distribu
seems likely to get guaranties for
films, with the smaller companies
ting contracts for three or four fi
each, depending on how many im
permits the German government fi
ly decides to grant.

Under ECA's present schedule,
recommendations of the advisory c
mittee as to what films should
guaranteed will go on administr
Paul Hoffman's desk this week.
soon as he okays the recommendati
contracts will go out to the film c
panies.

Given New FWC Post

SAN FRANCISCO, May 15.—H
Kolmar, formerly advertising-publi
director for Fox West Coast Thea
in the East Bay area, has been g
the same post in San Francisco.

BANKING FOR T
MOTION PICTU
INDUST

BANKERS TRUST
COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORA

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
April 16	(April Releases) WOMAN OF DISTINCTION Rosalind Russell Ray Milland C-D—85 min. (Rev. 2/24/50)	(April Releases) THE PERFECT WOMAN Patricia Roc Stanley Holloway D—87 min. (015)	THE OUTRIDERS Joel McCrea Barry Sullivan O—93 min. (Rev. 3/6/50)	MYSTERY AT THE BURLESQUE Garry Marsh D—58 min. (Rev. 4/24/50)			WAGONMASTER Ben Johnson Harry Carey, Jr. O—80 min. (Rev. 4/0/50)		D. O. A. Edmond O'Brien Pamela Britton D—83 min. (Rev. 1/4/50)		
April 23	MILITARY ACADEMY Stanley Clements D—76 min. (Rev. 4/24/50)	KIND HEARTS AND CORONETS Dennis Price Valerie Hobson C—104 min. (Rev. 5/3/50)		JIGGS AND MAGGIE OUT WEST Joe Yule C—66 min. (Rev. 3/22/50)	(April Releases) RIDING HIGH Bing Crosby Coleen Gray D-M—112 min. (4017) (Rev. 1/9/50)			(April Releases) (Color) CHEAPER BY THE DOZEN Jeanne Crain Clifton Webb C—85 min. (Rev. 3/27/50)		(April Releases) MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C—70 min. (Rev. 3/20/50)	THE DAUGHTER OF ROSIE O'GRADY (Color) June Haver Gordon MacRae M-104 min. (920) (Rev. 3/29/50)
April 30	CARGO TO CAPETOWN Broderick Crawford Ellen Drew D—80 min. (Rev. 3/31/50) TYRANT OF THE SEA Rhys Williams Ron Randell D—70 min.	KILL OR BE KILLED Lawrence Tierney George Coulouris D	REFORMER AND THE REDHEAD June Allyson Dick Powell D—90 min. (Rev. 3/8/50)	WEST OF WYOMING Johnny Mack Brown O—57 min.	CAPTAIN CAREY, U. S. A. Alan Ladd Wanda Hendrix D—83 min. (4918) (Rev. 2/21/50)	WOMEN FROM HEADQUARTERS Robert Rockwell D SALT LAKE RAIDERS Alan Rocky Lane O HILLS OF OKLAHOMA Rex Allen O	THE WOMAN ON PIER 13 Laraine Day D-73 min. (Rev. 9/21/49)	(Color) WABASH AVENUE Betty Grable Victor Mature Phil Harris M-D—92 min. (Rev. 3/31/50)	JOHNNY ONE EYE Dolores Moran Wayne Morris Pat O'Brien D—73 min.	ONE WAY STREET James Mason Marta Toren D—79 min. (Rev. 4/12/50)	
May 7	OUTCAST OF BLACK MESA Charles Starrett O—54 min. (Rev. 5/3/50)	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D—76 min. (Rev. 5/15/50)	PLEASE BELIEVE ME Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)	FATHER MAKES GOOD Raymond Walburn C			THE CAPTURE Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50)				THE DAMNED DON'T CRY Joan Crawford David Brian D—103 min. (921) (Rev. 4/6/50)
May 14	(May Releases) NO SAD SONGS FOR ME Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50) FRIGHTENED CITY Charles Korvin Evelyn Keyes D	WINSLOW BOY Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	SHADOW ON THE WALL Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)	LUCKY LOSERS Leo Gorcey C		ROCK ISLAND TRAIL (Color) Forest Tucker O—90 min. (Rev. 5/4/50)	THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)	(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)	SO YOUNG SO BAD Paul Henreid Catherine McLeod D	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	
May 21	KILL THE UMPIRE William Bendix Una Merkel C—78 min. (Rev. 5/2/50)	THE GOLDEN GLOVES STORY James Dunn Kay Westfall D—76 min. (Rev. 4/24/50)	THE BIG HANGOVER Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)		(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	SAVAGE HORDE William Elliott O—90 min.		THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)		I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	COLT .45 (Color) Randolph Scott Ruth Roman D—74 min. (922) (Rev. 5/3/50)
May 28	COWTOWN Gene Autry O—70 min. BEAUTY ON PARADE Robert Hutton D—66 min. (Rev. 3/23/50)	GLASS MOUNTAIN Valentina Cortesa M-D-90 min. (Rev. 1/13/50)	ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)	(Re-release) SILK STOCKING MURDER Carole Landis D		DESTINATION BIG HOUSE Dorothy Patrick Robt. Rockewell D—60 min.			THE WHIPPED Dan Duryea Gale Storm D—89 min. (Rev. 3/28/50)		
June 4	CUSTOMS AGENT William Eythe D—72 min. (Rev. 4/13/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50)		HUMPHREY TAKES A CHANCE Joe Kirkwood Leon Errol C-D							CAGED Eleanor Parker D—96 min. (Rev. 5/2/50)
June 11	(June Release) GOOD HUMOR MAN Jack Carson C—82 min. FORTUNES OF CAPTAIN BLOOD Louis Hayward D—91 min.	EYE WITNESS Robt. Montgomery Leslie Banks D HIGH LONESOME (Color) John Barrymore, Jr. Chill Wills D	FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50)		(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)		OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D	IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min.	(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm	THIS SIDE OF THE LAW Kent Smith Viveca Lindfors D
June 18	STATE PENITENTIARY Warner Baxter D—66 min. HOEDOWN Eddy Arnold O—64 min.	TIMBER FURY David Bruce D—63 min. IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min.		SIDE SHOW Don McGuire Tracey Roberts D	(Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)			LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)		SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50)	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D
June 25	TEXAS DYNAMO Charles Starrett O	THE BLUE LAMP Dirk Bograde D—84 min.	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	LOST VOLCANO Johnny Sheffield Donald Woods D	(Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	THE AVENGERS John Carroll Adele Mara D				SPY HUNT Marta Toren Howard Duff D	

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: April)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: April)

FILM CLASSICS

FOUR DAYS' LEAVE
Cornel Wilde
D—98 min.
(Rev. 3/23/50)
(Release: April)

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: April)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: April)

CONGOLAISE
(Documentary)
(Release 4/17/50

GOOD TIME GIRL
Jean Kent
D
(Release 5/11/50)

LIPPERT

COLORADO RANGER
O
(Release: 4/21)

OPERATION HAYLIFT
Bill Williams
D—74 min.
(Rev. 4/27/50)
(Release: 4/25)

CROOKED RIVER
J. Ellison
D
(Release: 5/5)

HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

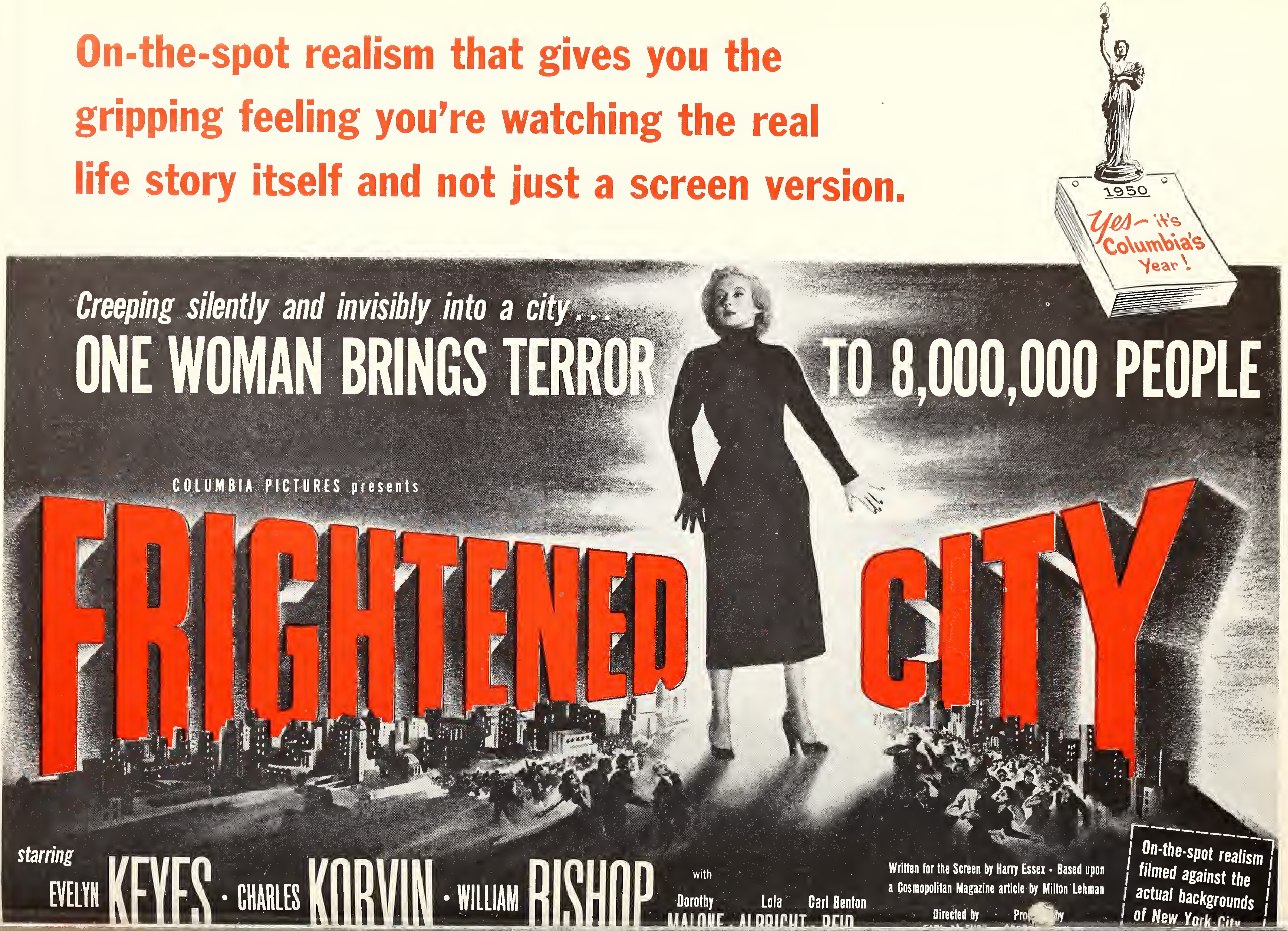
FAST ON THE DRAW
J. Ellison
(Release: 5/19/50)
D

ROCKETSHIP XM
Lloyd Bridges
D—77 min.
(Release: 5/2)
(Rev. 5/3/50)

MOTOR PATROL
Don Castle
D—67 min.
Release: 6/6
(Rev. 5/10/50)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

On-the-spot realism that gives you the gripping feeling you're watching the real life story itself and not just a screen version.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with
Dorothy MALONE
Lola ALBRIGHT
Carl Benton REID
Written for the Screen by Harry Essex · Based upon a Cosmopolitan Magazine article by Milton Lehman
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FIRST IN FILM NEWS

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NO. 95 NEW YORK, U. S. A., WEDNESDAY, MAY 17, 1950 TEN CENTS

hary Lists Features Sept., '51

s Industry Is In sically Healthy' Era

G-M has a schedule of 55 pic-
to be produced between now
Sept. 1, 1951, Dore Schary,
president in charge of produc-
disclosed at the company's sales
ng at the Hotel Astor here yes-
y, following home office confer-
with Nicholas M. Schenck, pres-
; Louis B. Mayer, first vice-
lent in charge of the studio, and
am F. Rodgers, vice-president in
e of sales.

**he schedule includes 13
ns which will be part of the
9-'50 program with the bal-
e of 42 to comprise the slate
the 1950-'51 fiscal year.**

the start of 1949, Schary re-

(Continued on page 6)

-Elect Skouras, l Other 20th-Fox fficers, Directors

yros P. Skouras, president, and
ther officers of 20th Century-Fox
reelected yesterday at a meeting
e board of directors which fol-
d the annual stockholders' meet-
t which all board members were
cted.

er 800 persons crowded the com-

(Continued on page 7)

th-Fox 13-Week t Is $1,841,030

ventieth Century-Fox and all
idiaries, including National The-
, yesterday reported net earnings
1,841,030 after all charges for the
quarter ended April 1. After
cting dividends on prior preferred
convertible preferred stocks, the
olidated net earnings amounted to
ents per share on 2,769,143 shares

(Continued on page 6)

NSS to Service Theatres With Television Trailers

National Screen Service has entered the television production field to service theatres with packages of four brief promotional trailers on key product for local telecasts at $35 per package, in either 16mm. or 35mm. width to meet the requirements of all TV stations. This was disclosed here yesterday by NSS president Herman Robbins.

"We are now ready to make available television trailers," stated Robbins, "and in this effort we have been assured the cooperation of many of the producing companies and anticipate that in due time, we shall have the cooperation of all.

"The first of these television trailers have been prepared on 20th Cen-

(Continued on page 3)

Business on B'way Slow

Business at New York's first runs this week continues at a slow pace. Theatremen attribute the box-office sluggishness to a "general economic condition" rather than weak product. They hope for an early pick-up.

"Champagne for Caesar," with George Olsen's orchestra on stage, had a mild opening at the Capitol, where the first week's revenue is figured at $33,000, under expectations.

(Continued on page 3)

Commons Hears UK Plea for Tax Cut

LONDON, May 16.—A plea for relief from Britain's 38 per cent amusement tax was taken to the House of Commons today by J. Arthur Rank, Sir Alexander Korda and Sir Henry French. The industry leaders met with members of all parties to press the seriousness of the crisis in the motion

(Continued on page 2)

Ia.-Neb. Allied Plans Action on Practices

OMAHA, May 16. — Resolutions against "some current unfair trade practices" will come up before tomorrow's session of the two-day Allied Independent Theatre Owners of Iowa and Nebraska convention which opened here today at the Fontenelle Hotel. The step was decided at a

(Continued on page 2)

Guard Production Code, Keough, Masterson Urge

Strong appeals that a constant vigil be maintained against efforts to lower the standards of the Production Code came yesterday from Paramount vice-president Austin C. Keough and Father Patrick J. Masterson, executive secretary of the National Legion of Decency.

The two spoke at the annual luncheon of the motion picture division of the International Federation of Catholic Alumnae, held at the Hotel Pierre here, at which Martin Quigley was presented with a division citation for his "vision and courage" in behalf of the preservation of high moral standards in motion picture entertain-

(Continued on page 6)

House Group Okays 10% Dividend Tax

Washington, May 16.—The House Ways and Means Committee today approved a 10 per cent withholding tax on dividends of motion picture and other company stocks, designed to raise an estimated $100,000,000 to $150,000,000 a year from stockholders who do not now declare their full dividend income.

Set Meet on Arbitration In Two Weeks

Initiator to Be Decided; UA Refuses TOA Bid

With only a technical point to be settled, namely, whether it will be exhibition or distribution that will initiate an "all-industry" conference in behalf of an industry arbitration system, Theatre Owners of America revealed here yesterday that all companies are "enthusiastically in favor of such a conference, except United Artists. TOA president Samuel Pianski indicated through the organization's counsel, Herman M. Levy, that it will be settled in about two weeks as to which branch of the industry will sound the official call for the meeting.

UA declined to participate in the all-industry arbitration conference on advice of its

(Continued on page 7)

GoldwynSuesFWC, T-D, Golden State, For $6,750,000

SAN FRANCISCO, May 16.—Samuel Goldwyn filed in Federal Court here today a suit against Fox West Coast, Charles P. Skouras, and others, charging monopoly and violation of the anti-trust laws and asking damages of $6,750,000.

The suit, filed on behalf of

(Continued on page 7)

E-K First Quarter Profit $10,591,051

ROCHESTER, N. Y., May 16.—Eastman Kodak today reported net income of $10,591,051 for the first three months of this year, compared with $10,732,854 for the same months of last year.

Earnings for the March quarter were equivalent to 76 cents a share, against 81 cents for the corresponding period of 1949.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

My Friend Irma Goes West – THE NEW "IRMA" COMEDY THAT EXHIBITORS DEMANDED!

A HAL WALLIS Production from Paramount

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

It's A Pleasure

Hollywood, May 16. — Weighty film industry union contract problems are being settled right and left. Take for example the one just disposed of by Charles Boren, acting for the studios, and Richard Gordeon of the Screen Extras Guild, who have set the following rates for extras: playing water polo, $35, polo riding, $50; leading camel or elephant, $50; playing baseball, $22.23; holding horse as a groom, $22.23, ordinary bowling, $15.56, riding a surry, $35.

Natalie Kalmus in Color Television

Natalie Kalmus, color director of Technicolor, Inc., announced at a press interview here yesterday that her new company, the Natalie Kalmus Television Co., has developed an adaptor device by which television may be viewed in color. She declared that she would demonstrate the device to the press on the Coast within a month.

Mrs. Kalmus also announced that her new Coast company is already manufacturing television receivers and that within a few weeks the plant will be producing at the rate of 2,000 sets a month. She said she is in New York to set up a second manufacturing plant here.

Mrs. Kalmus also revealed that she had opened her own television school in Los Angeles, where she will train technicians in color techniques. Within a year she hopes to enter the production of films for television.

de Rochemont Slates Several Films Abroad

Richard de Rochemont will leave here by plane today for Europe where he will spend two-and-one-half months. While abroad he plans to make two short subjects for ECA, a March of Time production in France and a feature picture in association with Jean Benoit-Levy.

De Rochemont was tendered a farewell luncheon at the Hotel Plaza here yesterday by Lynn Farnol, with press representatives as guests.

Glenn Griswold, 63, Once Fox Executive

Glenn Griswold, 63, an authority in the field of public relations who was a Fox Film Corp. vice-president in charge of advertising-publicity in 1931, died here at his home on Monday. Founder and publisher of *Public Relations News* since 1944, Griswold began his career as a newspaperman specializing in financial and business news and shifted to public relations.

He is survived by the widow, Mrs. Denny Prager Griswold who was active with him in publishing, and two sisters.

Personal Mention

HUGH OWEN, Paramount Eastern and Southern sales manager, and his assistant, PHIL ISAACS, left here yesterday for Cleveland.

•

HENRY L. NEEDLES, Warner Theatres district manager at Hartford, has been nominated for election as director-at-large of the Hartford Chamber of Commerce.

•

HERMAN DUQUETTE, assistant manager of the Strand Theatre, Fall River, Mass., will be married on June 29 to GERMAINE SCHALLER.

•

GORDON CAMPBELL, RKO Radio booker at Cleveland, and MRS. CAMPBELL are the parents of a daughter, ALICE LAURIE.

•

MILTON HALE has been appointed Paramount publicity director at Cleveland, succeeding HAL MARSHALL who was transferred to Washington.

•

HENRY FICKENSHER, manager of the Galion Theatre, Galion, O., and MRS. FICKENSHER are vacationing at Hot Springs, Ark.

LEO ABRAMS, National Screen's New York district manager, was in Albany this week from here.

•

BERNARD M. KAMBER, Eastern advertising-publicity director for Harry M. Popkin Productions, will appear on the CBS radio and television program, "The Show Goes On" tomorrow night.

•

BEN KATZ, Universal-International Midwest field representative, is in New York from Chicago for conferences with DAVID A. LIPTON, advertising-publicity director.

•

TED GOULD, M-G-M Canadian sales manager, has recovered from an operation at Toronto Western Hospital and is resting at his home.

•

GENE LUTES, Kentucky district manager for Chakeres Theatres, and MRS. LUTES have left Frankfort, Ky., for a Miami vacation.

•

TERRENCE YOUNG, J. Arthur Rank producer-writer-director, will arrive here today from London.

Wechsler Heads WB Pittsburgh Branch

Jerry Wechsler, Warner branch manager at Cleveland, has been promoted to Pittsburgh manager by Ben Kalmenson, distribution vice-president. As previously reported, Ed Catlin moves over to Cleveland as manager from his similar post in Buffalo, with Pete De Fazio, Cleveland salesman, going to Buffalo as manager.

Kalmenson also announced that the Buffalo branch has been transferred from the Eastern to the Central district, under the supervision of district manager F. D. (Dinty) Moore. The Central district now includes Buffalo, Cincinnati, Cleveland, Indianapolis and Pittsburgh.

Ia.-Neb. Allied

(*Continued from page 1*)

closed business session today which was attended by some 200 exhibitors.

Trueman Rembusch, national Allied president, addressed the exhibitors following a demonstration of Phonevision. Though Rembusch admitted television is hurting business in certain areas, he urged operators not to sell their theatres as better pictures and more showmanship will win the battle.

"This is and will continue to be a militant organization," Leo F. Wolcott, the organization's board chairman, told the membership. "The many benefits you have enjoyed during the past four years are due to this militancy," he said.

Gloria Swanson, visiting exhibitor conventions under Paramount's sponsorship, was the guest of honor at an evening buffet.

Services for Lawson

TORONTO, May 16.—Services were held here today for J. Earl Lawson, president of the J. Arthur Rank Organization of Canada, Ltd., who died Saturday.

Georgia Theatres Aid Cerebral Palsy Drive

ATLANTA, May 16.—The national Cerebral Palsy campaign to raise $5,000,000 is receiving full cooperation from the Georgia Theatre Co., William K. Jenkins, president, announces.

All company theatres are running the special contribution solicitation trailers, while contribution boxes are displayed in the lobbies. Its city managers over Georgia are promoting the cooperation of newspapers and radio stations, securing news stories from the publicity kit prepared by the United Cerebral Palsy Associations, Inc., of which Leonard Goldenson is president. Also, radio stations are broadcasting the special spot announcements prepared by UCPA.

Special U-I Train to 'Winchester' Premiere

An elaborately decorated "Winchester '73 Special," consisting of four chartered railroad cars, has been reserved to transport more than 100 newspaper, magazine and radio correspondents to New Haven on June 1 for the world press premiere of Universal-International's "Winchester '73." The film will have its regular world premiere at the Paramount Theatre, New York, on June 7.

Commons Hears UK

(*Continued from page 1*)

picture field.

Meanwhile, Board of Trade president Harold Wilson termed the current negotiations on renewal of the pact on American film remittances "extraordinarily difficult" while addressing a conference of the National Association of Theatrical and Cine Employes at Brighton today.

"We could manage without American films," he said, "but we don't want to."

Newsreel Parade

THE floods in Winnipeg President Truman's rededi of Grand Coulee are current ne highlights. Other items include and fashions. Complete content low:

MOVIETONE NEWS, No. 40—Ca floods imperil Winnipeg. President man on tour. "Big Three" minister in London. 'Copter pilots go to sch Jet plane. Hollywood: cavalca ion.

NEWS OF THE DAY, No. 274—Ca worst flood disaster. President Tru Grand Coulee. Vatican Swiss Gua ancient ceremony. Arturo Toscan Sun Valley. Kayak rough-riders.

PARAMOUNT NEWS, No. 77— from flood-stricken Winnipeg. "Big ministers in London. Princess El home from vacation. Arturo Tosca Sun Valley. Helicopter pilots show tricks.

TELENEWS DIGEST, No. 20-A— Coulee rededicated. News on the matic front. New Saint canonized . cess Elizabeth returns to London. cess Fatemeh weds. The 150,000th " Mayors' Conference. Jersey Joe in Frankfurt.

UNIVERSAL NEWS, No. 352—Fl Canada cause great exodus. Preside man on tour unveils plaque at Coulee. Sports: horse racing.

WARNER PATHE NEWS, N People in the news: President Tru Grand Coulee, Arturo Toscanini Valley. Winnipeg floods cause gre gration. "Dancing helicopters" at Texas. Sports: horse racing.

Rocky Mt. Alli Meet Hears Cole

DENVER, May 16.—Trade pr were major topics at the o session here today of Allied Mountain Independent Theatres day convention, with Col. H. A. Texas exhibitor and national leader, heading the speakers Under discussion was a c clause permitting distributors to theatre books for past years.

Cole discussed percentage and reported that some distri companies have agreed to flat terms under certain conditions grossing situations.

Some 60 exhibitors were on for the opening day, with the expected to reach 100 tomorrow Trueman Rembusch, national president, will talk on tele

12 in Academy Named to Board

HOLLYWOOD, May 16.—Electi sults for 12 members of the bo governors of the Academy of Picture Arts and Sciences to se two years were announced as fo Anne Baxter for the actors Maurice Ransford for the art tors division; John W. Boyle matographers; Joseph L. M wicz, directors; Fred L. Metzl ecutives; G. Carleton Hunt, fil tors; Edward B. Powell, branch; Jerry Wald, productio sion; Lou Smith, public rel Jerry Fairbanks, short subjects P. Livadary for the sound George Seaton for the writers.

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Allied Promotes ity' With Video Board Meeting

n it meets in Memphis next y and Tuesday, Allied States' of directors will be urged by entatives of New Jersey Allied pt a "make-the-most-of-it" at- ward television, Jersey Allied Wilbur Snaper said yester-

New Jersey organization, said, has come to the conclu- at there is no point in attempt- deride television competition. is here to stay and therefore est procedure would be to seek television work for the theatre than view it solely as a de- e competitive medium, Snaper d.

New Jersey spokesman also esent to the Memphis meeting ge that certain distributors en circumventing provisions of deral decree handed down in ustry anti-trust suit, according per.

, Lippert Invited to s N.J. Allied Meeting

ld Lasser, New York Federal , and Robert Lippert, presi- f Lippert Productions, have vited by New Jersey Allied to the organization's 31st annual ion at the Hotel Traymore, c City, June 15-17.

TV Trailers

Continued from page 1)

x's 'The Big Lift.' These have been prepared in a pack- mprised of three 20-second , and one 60-second trailer. ave been produced expressly vision.

providing four television trail- make possible a succession of n film announcements in suffi- ariety to utilize them on several gments, before and concurrent he showing of the picture," ed Robbins.

xed to the end of each televi- ailer, we will supply a 'tail- arrying the name of the the- d play dates.

our purpose to make television available on most, if not all, tures, in the very near future," s concluded.

Applauds' NSS Plan

tre Owners of America's ex- committee at the final day's of its two-day meeting at the Astor here, yesterday "ap- l" National Screen's new televi- iler package plan, but indicated e service charge might be too r most exhibitors. TOA, Sul- aid, "will keep pressing" for TV trailer coverage.

Judge's Life Story

PHIS, May 16.—Judge Camille juvenile court judge, of Mem- oday signed a contract which oject her life story into a mo- icture. She will soon resign 0 years' services which brought urt national recognition.

contract was signed with Babb, president of Hallmark ctions. Babb is here with Cleo n, who will write the story.

Reviews

"Mystery Street"

(Metro-Goldwyn-Mayer)

THE documentary type picture about crime detection is not new, but it is not often that there emerges in this category a film as thoroughly captivating and absorbing as this one. Produced by Frank E. Taylor at what was probably middling cost. "Mystery Street" was filmed with the cooperation of Harvard College, which itself is given a major role in the picture. This is the story of the murder of a nightclub hostess whose skeleton was found half-buried in the drifting sands of a New England beach several months after the crime. The police are baffled by the absence of any other clues, and deliver the bones to Harvard's Department of Legal Medicine where (Dr.) Bruce Bennett explains to investigator Ricardo Montalban how scientific operations carried on by the department find "causes." It is the combination of Harvard's scientific probing and Montalban's police astuteness and determination that brings the murderer's doom. The paying customers will be wholly fascinated by what transpires.

At about the three-quarter point in the film it becomes clear just who the murderer is, although it was evident almost at the outset that the bleached blonde of the Grass Skirt Cafe met her death at the hands of her married lover. Played with appropriate anxiety by Jan Sterling, the girl had arranged by telephone to meet him at an isolated beach setting to confer on the problem of her pregnancy. There he shot her, removed her clothes and hid the body in a shallow grave in the sand. Marshall Thompson, picked up drunk in the cafe by the blonde and taken for a ride in his own car to near the site of the murder, becomes the chief suspect and is about to be convicted when the film's pulsating climax produces the real killer.

All of the players turn in well tempered performances, particularly Elsa Lanchester as a dipsomaniac rooming-house keeper, and Sally Forrest as Thompson's courageous young wife. Direction by John Sturges, from a screenplay by Sydney Boehm and Richard Brooks is spendidly fluid and properly pace-setting.

Running time, 93 minutes. Adult audience classification. July release.

CHARLES L. FRANKE

"Fortunes of Captain Blood"

(Columbia)

A ROUSING action drama of piracy and conflict on the high seas has been turned out by Columbia in "Fortunes of Captain Blood." It was made in standard fashion with the familiar ingredients and is especially exciting entertainment for the youngsters.

Louis Hayward has the lead in the story based on the novel by Rafael Sabatini. Playing Captain Blood, commander of the pirate ship *The Avenger,* he duels, dashes and makes love with graceful sweep. George Macready plays the Marquis who has been commissioned by Charles II of Spain to capture Captain Blood; Patricia Medina portrays the beauteous niece of Macready who falls in love with Hayward.

Actually Hayward is an Irish aristocrat and a lover of freedom who in his own way is dedicated to fight oppression. One day while slipping into a harbor for supplies, a handful of *The Avenger's* men are set upon and captured. Hayward's campaign to free the men spreads over a large portion of the story. As part of the strategy for this objective, Hayward slips into town disguised as a fruit peddler. With the aid of Miss Medina and Dona Drake, an inn keeper's daughter, he succeeds in his objective. A vivid, bang-up battle at sea winds up the drama.

Harry Joe Brown produced and Gordon Douglas directed, from a screenplay by Michael Hogan, Robert Libbott and Frank Burt.

Running time, 91 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

"Square Dance Katy"

(Monogram) *Hollywood, May* 16

SHOWMEN in areas where the square dance craze is still keeping the patrons out of theatres may find this treatment on the subject of service in bringing them in. In situations where the fever has run its course the picture has less in the way of timely appeal in its favor. In either case, it is a modest little offering, on points, with Vera Vague's the marquee name with which to supplement the title. It is essentially a comedy, played along conventional lines, backgrounding a variety of musical numbers which include no startling innovations.

The script, by Warren Wilson, presents Virginia Welles and Phil Brito as sweethearts and Warren Douglas as a talent scout to whose attention Miss Welles, a singer, seeks to bring Brito, also a singer, and his band. Douglas thinks more of her talent than Brito's, however, and stars her in a television show. She finally gets Brito and his "combo" booked into a Greenwich Village night club operated by Miss Vague, but he does not do well there, and winds up playing, very successfully, for square-dancing teen-agers at a seaside dance place. She persuades him to make another try at the big time, and this time he becomes a hit. Production is by Lindsley Parsons, with Wesley Barry as associate. Jean Yarbrough directed.

Running time, 76 minutes. General audience classification.

Refuse Briefs on '10'

WASHINGTON, May 16.—The U. S. Supreme Court has refused permission to three Southern California groups to file briefs as "friends of the court" in the conviction of John Howard Lawson and Dalton Trumbo.

West Heads Exchange

CINCINNATI, May 16.—George B. West, local Monogram franchise partner, will manage the exchange here, succeeding Milton H. Gurian, who resigned to manage the local Lippert branch. Gurian succeeds William Onie.

Short Subject

"Where's the Fire?"

(March of Time—20th Century-Fox)

March of Time takes up the timely and fascinating subject of fire-fighting in this interesting two-reeler. The camera first takes the audience on an exciting journey, watching a professional fire brigade from the time the alarm sounds until it is on the scene fighting a blaze. From that point on, the concentration is on volunteer brigades in small towns. Picked for special attention is the town of White Horse, N. J. The camera shows who makes up the brigade, how the training is carried out, and how a fire is fought. Running time, 19 minutes.

Coast Labor Council Letter Gets to D.C.

WASHINGTON, May 16.—The Hollywood AFL Film Council's letter sent on May 7 and asking the State Department to appoint a representative to observe the negotiations in London on the Anglo-American film remittance agreement now under way there, has finally been received.

The State Department probably will reply that while it is interested in the negotiations they are between the British government and the American industry, and the Department cannot intervene unless invited to do so.

Business Slow

(Continued from page 1)

"Adam and Evalyn" is fair enough at the Park Avenue, where the initial week's take is estimated at $8,000.

"Colt .45" with Denise Darcel and Carl Ravazza's orchestra on stage, probably will provide the Strand with about $27,000 in a moderate second week. "No Man of Her Own," with Jerry Colonna and Buddy Rich's orchestra on stage, gave the Paramount about $49,000 in a fair second and final week. Opening today at the Paramount is "In a Lonely Place."

"No Sad Songs for Me," with a stage presentation at the Music Hall, should wind up its third and final week with an adequate gross estimated at $100,000. It will be followed tomorrow by "Father of the Bride." "Wabash Avenue," with a stage show at the Roxy, is likely to reach about $48,000 in a modest third and final week. It will be replaced by "Ticket to Tomahawk" tomorrow.

Holding up well, "City Lights" promises to do about $14,000 in its sixth week at the Globe. "D.O.A." is performing well enough at the Criterion, where an estimated $12,500 is looked for in the third week. "Third Man" continues as a good money-maker at the Victoria where the 15th week's take is figured at $15,000. "Johnny Holiday" opened at the Mayfair yesterday following "House by the River," which drew about $8,500 in its second and final.

"Jackie Robinson Story" bowed in at the Astor yesterday; its predecessor, "Golden Twenties," grossed about $5,000 in a slow sixth and final week. Another new one this week will be "The Capture" at the Rivoli on Friday. The Rivoli's current tenant, "The Big Lift," has about $10,500 in view for its third and final week, which is mild business.

THE
WISE
EXHIBITOR
WHO
GETS
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M·G·MINDED!

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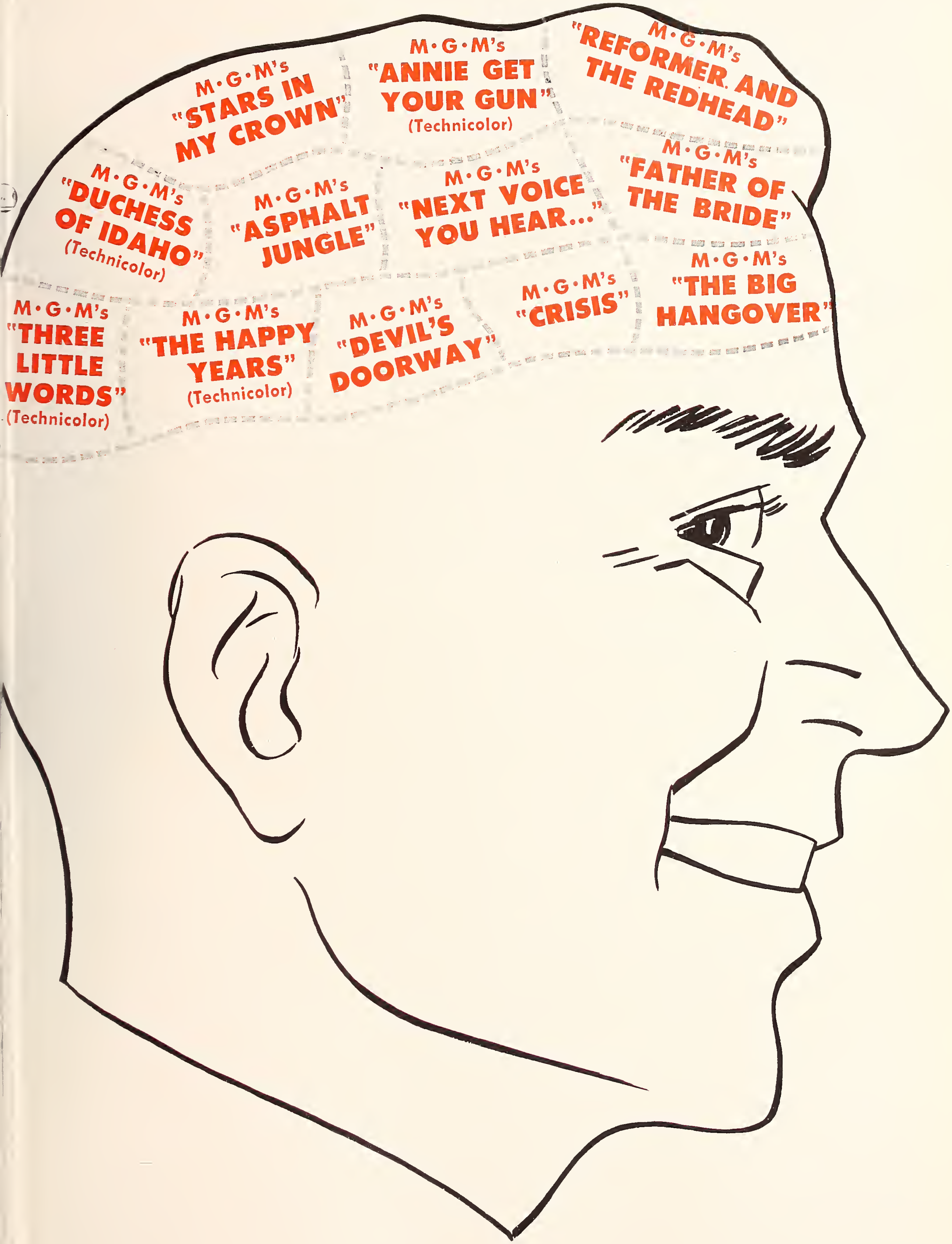
FIRST IN PICTURES
– and that means FIRST!


M·G·M's "STARS IN MY CROWN"
M·G·M's "ANNIE GET YOUR GUN" (Technicolor)
M·G·M's "REFORMER AND THE REDHEAD"
M·G·M's "DUCHESS OF IDAHO" (Technicolor)
M·G·M's "ASPHALT JUNGLE"
M·G·M's "NEXT VOICE YOU HEAR..."
M·G·M's "FATHER OF THE BRIDE"
M·G·M's "THREE LITTLE WORDS" (Technicolor)
M·G·M's "THE HAPPY YEARS" (Technicolor)
M·G·M's "DEVIL'S DOORWAY"
M·G·M's "CRISIS"
M·G·M's "THE BIG HANGOVER"

(Don't Relax Until We Axe The Movie Tax!)

Schary Lists

(*Continued from page* 1)

called, he promised a total of 65 features to be produced in a year-and-a-half, and of these 37 have been made and delivered, eight are awaiting release, seven are being shot or edited and nine have been delayed but still are on schedule. He said only four of the 65 were abandoned.

Suffering a spinal ailment which made his appearance at the sales conclave here apparently uncomfortable, Schary identified himself "not as a pessimist, but as a hearty enthusiast." He said he recognized that these are not "happy days," that the industry has and will continue to have "enormous challenges and problems." But his appraisal of the forthcoming production line-up was one of full confidence.

Schary Film to Hall

He said he was delighted to learn that his own production, "The Next Voice You Will Hear," yesterday was booked to follow "Father of the Bride" at Radio City Music Hall. "Father" will open at the Hall tomorrow.

"We are in what I believe to be a basically healthy era," Schary said, adding "pictures are getting better."

With the 55 new films on its production schedule, M-G-M has a total of 85 features now in preparation or final production stages.

The 13 scheduled for now to Aug. 31 will bring the 1949-'50 total to 42, two more than aimed at, Schary said. These are: "Quo Vadis," Sam Zimbalist, producer; Mervyn LeRoy, director, and starring Robert Taylor and Deborah Kerr. "Vengeance Valley," Technicolor, Nicky Nayfack produces and Richard Thorpe directs, Burt Lancastser and Robert Walker; "Grounds for Marriage." Sam Marx produces, Robert Z. Leonard directs, Van Johnson and Kathryn Grayson.

Also, "Royal Wedding," Technicolor, Arthur Freed produces, Chuck Walters directs, Fred Astaire and June Allyson; "The Life of Caruso," Joe Pasternak produces, Jesse Lasky will be associate, and Maric Lanza stars; "Mr. Imperium," Edwin Knopf produces, Don Hartman directs and Ezio Pinza stars; "An American in Paris," Freed produces, Vincente Minnelli directs, Gene Kelly and Jean Sablon; "The Magnificent Yankee," Armand Deutsch produces, John Sturges directs, Louis Calhern stars; "Mrs. O'Malley and Mr. Malone," James Whitmore and Marjorie Main star.

And, "Darling, I'm Stuck," William Wright produces; "Running of the Tide," Knopf produces; "Calling Bulldog Drummond," Hayes Goetz produces, Victor Saville directs, Walter Pidgeon stars; "Shep of the Painted Hills," Chester Franklin produces. Harold Kress directs, Lassie stars.

42 for New Year

The 42 for the new year will include 16 dramatic, 11 musicals, four melodramas, three outdoor films, three classics and five comedies. Schary will personally produce two: "Go for Broke," concerning the 442nd Battalion which was composed of Japanese Americans in Italy during the war and "The Plymouth Adventure," based on the voyage of the *Mayflower* with Spencer Tracy, Van Johnson and Deborrah Kerr starred.

The others on the line-up: "The Red Badge of Courage," John Huston produces; "The People Against O'Hara," Wright produces and Tracy stars; "Come Again Another Day" and "Inside Straight," both produced by Richard Goldstone; "When in Rome," Clarence Brown produces and directs; "Los Angeles 5 P.M." and "The Merry Widow," Joe Pasternak produces both, "Widow" stars Lana Turner and Ricardo Montalban.

Also, "Banner Line," Pandro Berman produces; "The Young Wives Tale," Arthus Hornblow, Jr., produces; "Romance of Henry Menefee," LeRoy directs; "Scaramouche," "The Burning Bush," "Crown of Thorns" and one based on Norman Corwin's "United Nations Declaration of Human Rights," concluding the list of dramas.

The 11 musicals will be: "Showboat," "Huckleberry Finn," "Singing in the Rain," "Jumbo," "Belle of New York" and one based on Sigmund Romberg's music, all produced by Arthur Freed; "Welcome to Paris," Pasternak produces, Jane Powell and Vic Damone star; "A Carnival Story," Esther Williams stars, Jack Cummings produces; "Lovely to Look At" and "Excuse My Dust," also with Cummings as producer; and one with Pinza and Mario Lanza.

The melodramas: "Man with the Cloak," Stephen Ames produces; "No Questions Asked," Nayfack produces; "This is News," Nayfack produces, and "Kind Lady," starring Ethel Barrymore.

The outdoor films: "The Ordeal of Constable Pedley," Ames produces; "Across the Wide Missouri," Robert Sisk produces, William A. Wellman directs and Clark Gable stars, in Technicolor; and one based on Kipling's "Soldiers Three," starring Walter Pidgeon and Stewart Granger.

The classics: "Ivanhoe," Berman produces, Taylor stars; "Robinson Crusoe," Zimbalist produces, and Shakespeare's "Julius Caesar."

The comedies: "Three Guys Named Mike," Deutch produces, June Allyson and Van Johnson star; "Too Young to Kiss," Zimbalist produces and Miss Allyson stars; "Father's Little Dividend," Berman produces; "Strictly Dishonorable," Norman Panama and Melvin Frank produce and direct, Pinza stars; "Just This Once," Henry Berman produces.

Pioneers to Meet

A meeting of Motion Picture Pioneer and The Foundation of the MPP members will be held at Columbia Pictures' offices here on June 6 to vote on increasing directors of both organizations from 11 to a minimum of 16 and a maximum of 24, and to ratify amended by-laws adopted April 28 by the two boards of directors.

Reviews

"In A Lonely Place"

(*Santana Prod.-Columbia*)

HUMPHREY BOGART does not go around Hollywood bumping off people, but he well might have as the kind of character he plays in "In a Lonely Place." Once again he is hot-tempered, moody, unpredictable and snarling—this time as a screenwriter who knows a dramatic situation when he runs across one and almost faces a murder rap as the consequence.

The fact is Bogart actually nudges the police to draw tighter the chain of circumstantial evidence surrounding the unexplained death of Martha Stewart. For most of the distance in this realistic, hard-hitting melodrama which will appeal principally to adult audiences, there is a reasonable doubt, at least, as to whether or not Bogart actually committed the crime. Out of his cynicism and disillusionment, twin characteristics suggested as a consequence of his wartime experiences, he deliberately keeps the police trail muddied and takes considerable sardonic pleasure in confusing the representatives of law and order.

Meanwhile, he has developed a love affair with his cross-the-patio neighbor. She is attractive Gloria Grahame, Hollywood neophyte who never made the studio grade. Under her influence, Bogart returns to work, knocks out a bang-up script, re-establishes himself with the studios and is prepared for marriage. By this time, his uncontrolled temper, his general ugliness and the impression that he might be a murderer have scared Miss Grahame well nigh out of her wits if not out of her love. The murdered girl's boy friend, along about here, conveniently confesses. The news is telephoned to Miss Grahame's apartment where Bogart is in the process of throttling her. Miss Grahame decides, with regret, that he is bad medicine and breaks off relations. The film ends.

Bogart is perverse and unmanageable and lacks sympathy unless audiences determine to line up in his corner in an understanding of his never-clarified mental road blocks. Unquestionably, however, he sinks his teeth into the part and does very well with it as unsavory as the characterization is. By underplaying, Miss Grahame strikes conviction. Others in the small cast do well under Nicholas Ray's direction, which is tight and competent. Robert Lord produced, with Henry S. Kesler as associate producer. Andrew Solt did the screenplay from an adaptation by Edmund H. North based on a story by Dorothy B. Hughes.

"In a Lonely Place" is one for Bogart followers.

Running time, 94 minutes. Adult audience classification. July release.

RED KANN

"Fence Riders"

(*Monogram*)

A PLEASANT enough picture, "Fence Riders" is a routine Western in which Whip Wilson plays himself and Andy Clyde is his wisecracking partner, Winks. Reno Browne supplies the feminine interest as Jean, a ranch-owner harassed by rustlers. Wallace Fox produced and directed from a screenplay by Elliot Gibbons.

The adventure starts when Whip and Winks come upon Jean chasing rustlers. In the fight her foreman is killed. Hutch, a hired hand, is actually one of the gang who is to deliver the stolen cattle to a slaughter house owner. Whip and Winks go to work for Jean and when she makes Whip a foreman he fires Hutch. The latter is killed and Whip is blamed but he clears himself in time to head off another rustling raid and capture the outlaws.

Running time, 57 minutes. General audience classification.

20th-Fox Net

(*Continued from page* 1)

of common stock outstanding. Net earnings for the first quarter of 1949 were $3,017,736, equivalent to $1.04 a share. Earnings for the fourth quarter of 1949, a 14-week period, were $4,215,133.

Gross income for the 13 weeks of 1950 was reported at $38,505,547, of which $35,689,073 came from film rentals and theatre receipts. This compared with last year's gross income of $46,507,596, of which $43,490,969 came from film rentals and theatre receipts.

Expenses for the 13-week period this year amounted to $35,726,722 compared to $40,614,874 last year. Of that amount $13,521,159 went to amortization of film costs compared to $14,353,225 in the previous year. Film distribution, theatre operation and administration expenses in the quarter were $19,193,455, compared to last year's $22,628,350.

Three 20th-Fox Dividends

The board of directors of 20th Century-Fox yesterday declared a quarterly cash dividend of $1.12½ per share on outstanding prior preferred stock, payable June 15 to stockholders of record on June 2. A quarterl dend of 37½ cents per share convertible preferred was de payable June 30, 1950 to stockh of record on June 2, and a qu dividend of 50 cents per share common stock was also declare able June 30.

Guard Code

(*Continued from page* 1)

ment. The presentation was mad Mrs. Mary Looram, head of Alumnae division.

Made in commemoration of the anniversary of the establishment o code, the citation expressed the sion's "profound admiration and preciation" for Quigley's inspirat efforts. The division is comp principally of Catholic laywo review motion pictures for the

Acceptance of the code as the eral standard is the result "of 20 of keeping everlastingly active t that those standards are not let d said Keough, who is a member o board of the Motion Picture Ass tion of America. Commending work of Code Administrator Jose Breen, Keough presented exampl attempts that have been made, p pally by distributors of foreign in the U. S., to persuade the ind to relax certain code provisio that their pictures could be reg as acceptable from the MP standpoint. The Paramount e tive assured his audience, how that the members of the MPAA are unanimously determined to the Code fully intact.

Father Masterson, speaking a observer," reviewed briefly the background and history, paid t to Martin Quigley's foresight d the period when the code was prepared, and described the doc as "a democratic way of exer the right of expression." The try, he said, was "to be congratu for establishing a Code "in a ance with basic concepts of m and decency."

The executive secretary of th gion pointed out that American have been "enhanced by the code reminded that in consequence "parents feel free to send their dren to theatres."

At the luncheon dais, in ac to Mrs. Looram, Keough, Father terson and Quigley, were the f ing: Arthur DeBra, director MPAA's Community Relation partment; Leon Bamberger of Radio; Rev. Thomas Little, as secretary of the Legion; Rev. G. Keller, founder of the Christ Society; Albert Howson of the ner home office copyright depar and actor Victor Jory.

Legion Reviews Classes Two as '

Ten additional films have be viewed by the National Leg Decency with two receiving rating. In that category are W "Bright Leaf" and 20th Century "Love that Brute."

In Class A-I are M-G-M's " Doorway" and "Father of the Columbia's "Fortunes of Blood" and Republic's "The ing Westerner." In Class A- Eagle-Lion's "The Blue Lam "Boys in Brown," United "The Men," and Universal-I tional's "Sleeping City."

th-Fox Meet

(Continued from page 1)

home office screening room for ockholders' session, some forced in the two projection booths hiers in an adjacent room where phones were installed so they hear what was going on. An ion to a screening of a new ox film after the meeting was to have been partly respon- the over-flow attendance.

uras and Otto Koegel, chief l, presided over the meeting and d Henderson, treasurer, partici- to the extent of answering nu- s queries on the financial af- of the company.

Theatre Earnings Off

nderson said that while the first- r profit showed a drop under 49 corresponding period, current gs are above those of this time ear. Theatre earnings are off 12 per cent, he added. Pointing e fluctuation in earnings from uarter to the next, Henderson ed that film operations showed of $386,000 in the third quarter 49, whereas the fourth quarter ed in a profit of $2,442,000.

uras said "we confidently expect esults for the full year 1950 will a much more favorable compari- ith 1949 than the first quarter s would indicate." As reported here in this issue, 20th-Fox d $1,838,000 in the first 1950 er, compared with $3,017,000 in 949 period.

strating the drop in theatre in- Henderson said that this divi- of the corporation netted $1,475,- n the first 1950 quarter, as st $2,130,000 for the like period 49.

Quarter Shows Drop

m earnings for the first 1950 er amounted to $363,000, com- with $881,000 in the first 13 s of last year.

cussing book value of the cor- ion's assets, Skouras said that properties are carried at about 0,000 but to replace these would more than $40,000,000. He said National Theatres were appraised 8,000,000 last year.

mbers of the board who were d to serve until 1951 included: erman Adams, Robert L. Clark- Wilfred J. Eadie, Daniel O. ings, Henderson, Robert Leh- William C. Michel, William P. ps, Seton Porter, Murray Silver- and Skouras.

cted with Skouras, to serve as rs for the next year, were the ving: William C. Michel, execu- vice-president; Darryl F. Zanuck, president in charge of production; ay Silverstone, vice-president; h H. Moskowitz, vice-president; ichtman, vice-president; Andrew mith, Jr., vice-president in charge omstic distribution; S. Charles ld, vice-president in charge of rtising, publicity and exploitation; ld A. Henderson, treasurer and tary; Wilfred J. Eadie, comptrol- nd assistant treasurer; Francis T. , assistant treasurer; Fred L. ler, assistant treasurer; C. El- l McCartney, assistant comptrol- J. Harold Lang, assistant secre- Norman B. Steinberg, assistant tary; George F. Wasson, Jr., as- nt secretary; and William Wer- assistant secretary.

Report Goldenson, Warner, Burrows in Film Stock Deals

WASHINGTON, May 16.—Latest report of the Securities and Exchange Commission on trading by directors and officers in film company stocks disclosed that George D. Burrows bought 2,500 shares of Monogram common, boosting his holdings to 27,533 shares; Frederick R. Ryan bought 300 shares of Republic Pictures Corp. common and 300 preferred, making a total of 800 common and 700 preferred shares owned by him, while Leonard H. Goldenson bought 800 common certificates of interest in United Paramount Theatres, making a total of 1,350 shares in his own name and 250 shares in his wife's. Joseph H. Seidelman sold 3,000 warrants for Universal Pictures common, dropping his holdings to 9,000 shares.

Albert Warner gave away 1,000 shares of Warner common, dropping his holdings to 437,800 shares in his own name and 21,000 in trust accounts. Jack L. Warner gave away 6,000 shares but bought another 6,000, leaving his holdings unchanged at 426,500 shares and 21,500 in trust accounts.

Jay Emanuel bought 1,000 shares of Trans Lux common, making his holdings 9,000 shares. Jacob Starr bought 2,600 shares of the firm's common, making a total of 6,100 shares.

James L. Brown reported he owned no stock in United Paramount when he became an officer last Dec. 22. T. A. Slack said he had no RKO stock when he became a director of the company March 1. John G. Eidell, who became a Universal director on March 8, held 7,000 shares of the company's common then, while Franklin Nevius held 100 shares when he became a director on March 29.

Set Meet on Arbitration

(Continued from page 1)

legal department, Levy said. Columbia and Universal, heretofore opposed to the previous industry arbitration system, qualified their acceptances only with reference to cost, the TOA attorney reported.

Cost, which Columbia and Universal indicated should not be too high under a new system, will be one of many points which an exploratory all-industry conference will have to clarify, Levy pointed out. He said virtually all segments of exhibition and distribution will be expected to join the conference. However, it is impossible for formal invitations to go out to Allied States and other exhibitor organizations at this time, since it has yet to be decided which branch of the industry will take the responsibility for calling the various segments together. Thus, Allied, whose board will meet in executive session next Monday and Tuesday in Memphis, would no doubt have to decide prior to its receiving an invitation whether it will send a representative to the arbitration parley.

Urge All to Participate

Levy and TOA executive director Gael Sullivan emphasized yesterday at a press interview which followed the two-day TOA executive committee meeting at the Hotel Astor, that TOA does not regard itself as having exclusive credit for the conference that will take place. They pointed out that arbitration is an industry matter, and one in which all factions of the industry should and must participate if there is to be any hope that the mounting burden of anti-trust litigation is to be reduced.

The conference, in which Monogram and Eagle-Lion, too, will be represented, was envisaged by Levy as a "mass" gathering at some centrally-located city. He said that, with the exception of film prices, "there is nothing that can't be arbitrated in the industry." If a plan were worked out at the gathering, the next step would be to present it to the Department of Justice for approval and then turn it over to the New York Statutory Court for inclusion in the final decree that has been handed down in the industry anti-trust suit.

Sullivan said that pending the outcome of the arbitration conference, TOA will withhold plans regarding recommendations for a trade practices code, since the establishment of an industry-wide arbitration system would obviate the need for such a code. He said the TOA exhibitor-distributor relations committee, headed by Walter Reade, Jr., has practically completed its trade code proposals, but meanwhile will keep them in committee.

Bidding New Field

Levy contended that competitive bidding has opened a whole new area of "arbitrable matters," whereas clearances, the crux in the past of arbitration, appear to have diminished from an arbitrable standpoint in light of the industry anti-trust decree.

Other matters disposed of by the executive committee at its two-day meeting were: (1) A vote that TOA shall renew its associate membership in the Society of Motion Picture and Television Engineers. (2) TOA television specialists Nate Halpern and Robert J. O'Brien reported that two engineers, an attorney and a researcher will be employed to assist with the presentation of TOA's case in behalf of theatre television before the Federal Communications Commission, (3) at the suggestion of Reade, TOA will ask producers to supply "training films" for theatre employes, (4) the so-called "Trinz plan" whereby the public would nominate Academy Award winners, was "well received" by the executive group.

Ted R. Gamble was appointed to approach producers with respect to the training film program, which, Sullivan said, took its inspiration originally from suggestions that came out of the 20th Century-Fox "Showmanship" meetings held across the country in March.

Sherrill Corwin was to have presented a brief concerning the television competition situation on the Coast, but he withheld it pending disposal of other problems.

Goldwyn Sues

(Continued from page 1)

Goldwyn Productions, Inc., by attorney Joseph L. Alioto, alleging violations of the Federal Sherman and Clayton Acts, also names R. A. McNeil and Michael A. Naify, San Francisco theatre operators, Fox West Coast Agency Corp., Golden States Theatre and Realty Corp., United California Theatres, Inc., T. and D. Jr. Enterprises, Inc., San Francisco Theatres, Inc., and Excelsior Amusement Co., Inc.

The complaint alleges, in part, that the defendants:

1. Combined the "tremendous buying power," arising out of control of their theatres, to purchase films on a non-competitive and monopolistic basis.

2. Used a boycott threat against motion picture producers and distributors unless their terms were complied with and tried to influence competitors to refuse to bid on such films.

Charges Monopoly

3. Influence, coerced and compelled producers and distributors to sell them motion pictures at lower prices.

4. Secured the "backbone product" for their theatres through monopolistic practices with the major distributors who also produce and exhibit motion pictures (Paramount, Warner, Loew's and RKO), through "cross-licensing agreements" with the defendants' FWC company, 20th Century-Fox.

5. Stifled competition for buying films by denying competitors access to the market.

6. Forced competitive theatres out of business by threatening to build opposition theatres on adjacent locations; by cutting admission prices for the purpose of eliminating such competition; by securing more motion pictures than actually needed by them, in order to control competition.

Claims Violations Since 1925

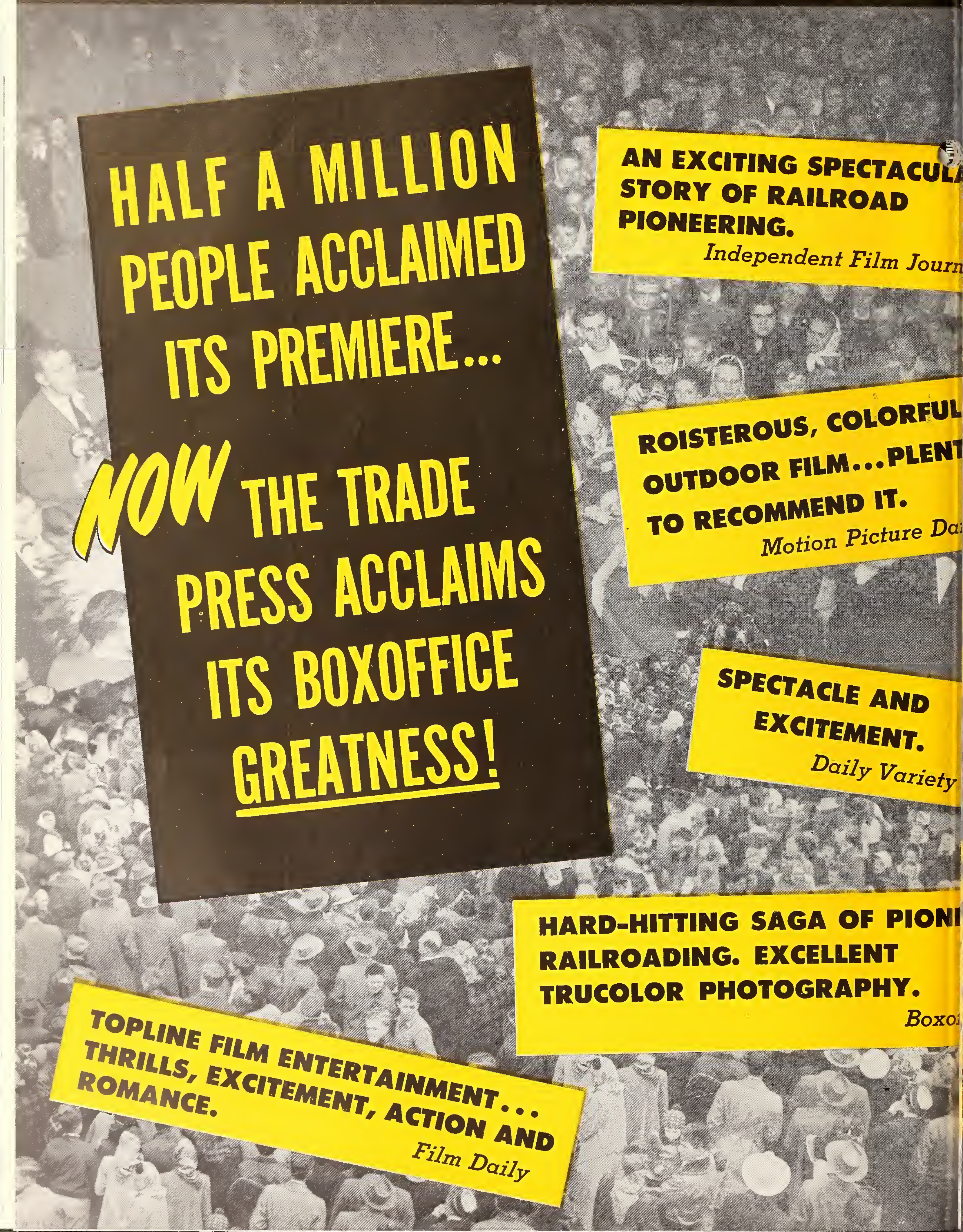
The complaint states that Fox West Coast operates 250 theatres in California and Arizona, and with other subsidiaries of National Theatres, operates 345. The five other circuit defendants operate in excess of 100 theatres in Northern California and Nevada, it was said.

The complaint further alleges that the Sherman Act has been violated by the defendants since 1925.

Basic damages asked for total $2,250,000, trebled under the Clayton Act for a total of $6,750,000. Goldwyn lists 28 pictures which he had produced, and says that "these pictures have been licensed under the monopoly and conspiracy heretofore alleged, but that "the license fees received for them were substantially lower than the fees that would have been received in a competitive market."

Part of the relief asked would enjoin the defendants "from agreeing, combining, conspiring or contracting with each other or with any other person or corporation whatsoever to restrain, control or eliminate competition among themselves or with others, from restricting in any way and from agreeing on the prices, terms or conditions in the licensing and exhibition of motion pictures."

A SURE-FIRE HIT TO BRING PL



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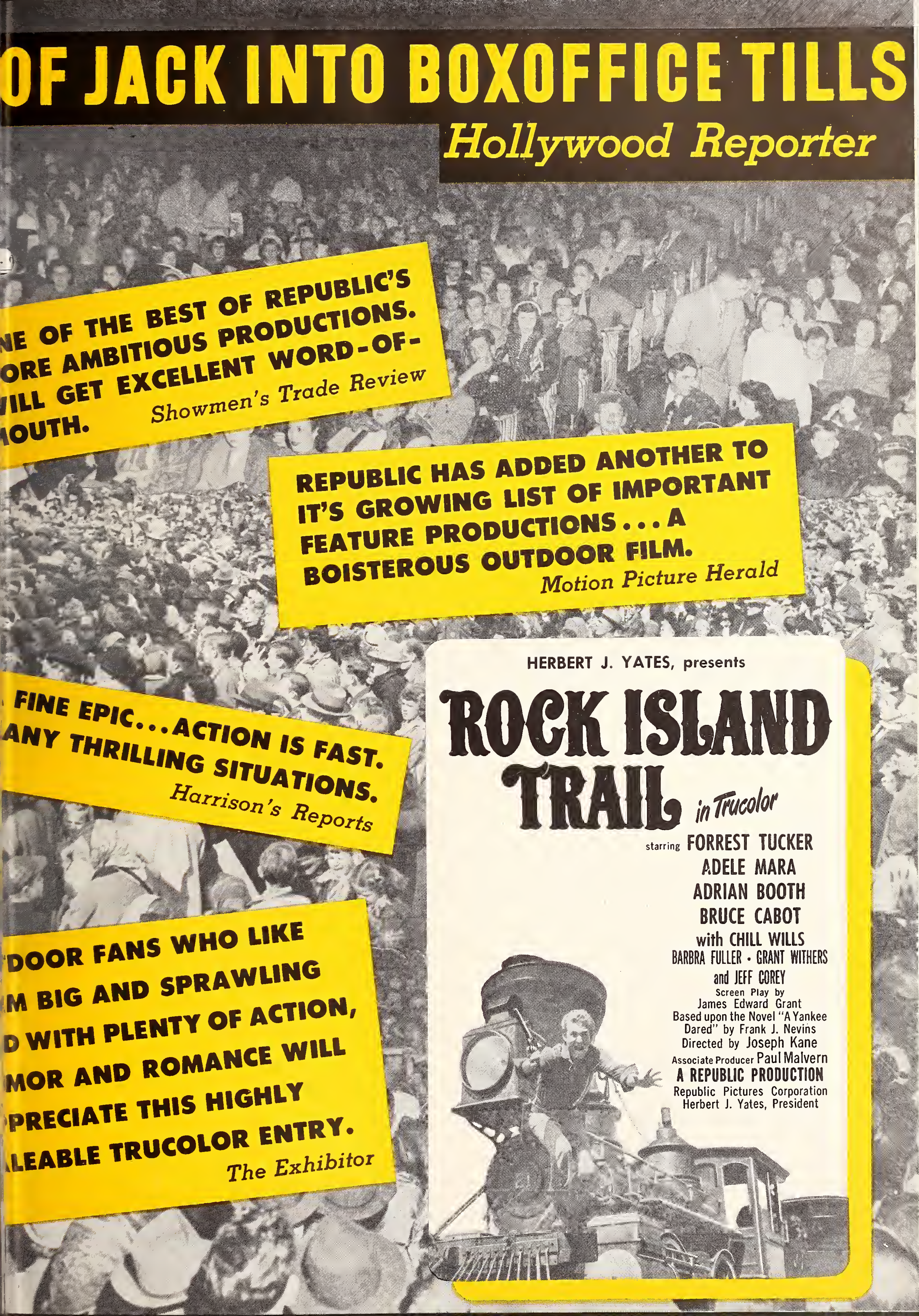
AN EXCITING SPECTACUL STORY OF RAILROAD PIONEERING.
Independent Film Journ

ROISTEROUS, COLORFUL OUTDOOR FILM...PLENT TO RECOMMEND IT.
Motion Picture Da

SPECTACLE AND EXCITEMENT.
Daily Variety

HARD-HITTING SAGA OF PION RAILROADING. EXCELLENT TRUCOLOR PHOTOGRAPHY.
Boxo

TOPLINE FILM ENTERTAINMENT... THRILLS, EXCITEMENT, ACTION AND ROMANCE.
Film Daily



OF JACK INTO BOXOFFICE TILLS

Hollywood Reporter

NE OF THE BEST OF REPUBLIC'S
ORE AMBITIOUS PRODUCTIONS.
VILL GET EXCELLENT WORD-OF-
OUTH.

Showmen's Trade Review

REPUBLIC HAS ADDED ANOTHER TO IT'S GROWING LIST OF IMPORTANT FEATURE PRODUCTIONS . . . A BOISTEROUS OUTDOOR FILM.

Motion Picture Herald

FINE EPIC...ACTION IS FAST.
ANY THRILLING SITUATIONS.

Harrison's Reports

'DOOR FANS WHO LIKE
M BIG AND SPRAWLING
D WITH PLENTY OF ACTION,
MOR AND ROMANCE WILL
PRECIATE THIS HIGHLY
LEABLE TRUCOLOR ENTRY.

The Exhibitor

HERBERT J. YATES, presents

ROCK ISLAND TRAIL

in Trucolor

starring **FORREST TUCKER**
ADELE MARA
ADRIAN BOOTH
BRUCE CABOT
with **CHILL WILLS**
BARBRA FULLER • GRANT WITHERS
and JEFF COREY
Screen Play by
James Edward Grant
Based upon the Novel "A Yankee Dared" by Frank J. Nevins
Directed by Joseph Kane
Associate Producer Paul Malvern
A REPUBLIC PRODUCTION
Republic Pictures Corporation
Herbert J. Yates, President

Announcing

SHOWMANSHIP YEAR

THE 31st ANNUAL CONVENTION

of the

ALLIED THEATRE OWNERS OF NEW JERSEY, INC.

and

EXPOSITION OF MOTION PICTURE THEATRE EQUIPMENT and ACCESSORIES

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ATLANTIC CITY, NEW JERSEY

June 15-16-17, 1950

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New York Headquarters

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OF NEW JERSEY, INC.
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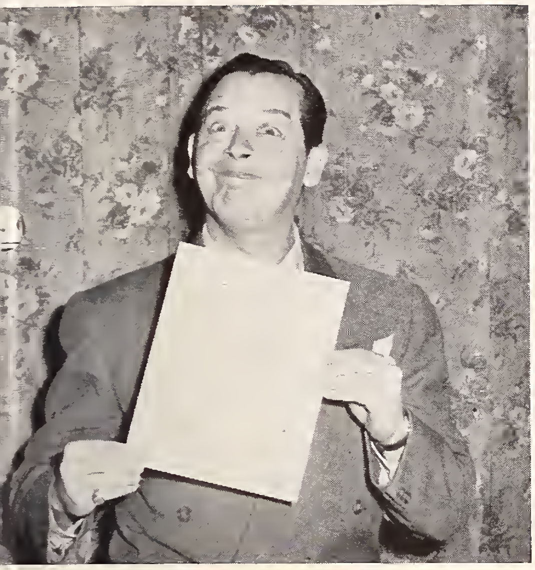
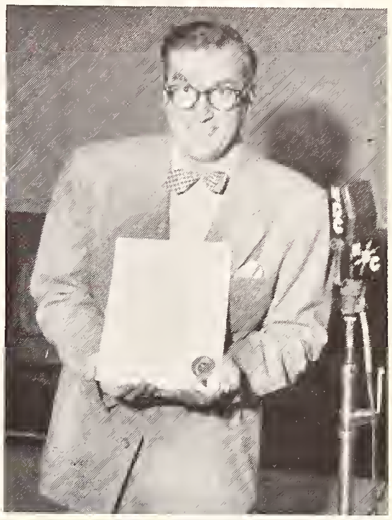
LAckawanna 4-2530-1

V, Radio Stars Presented Scrolls

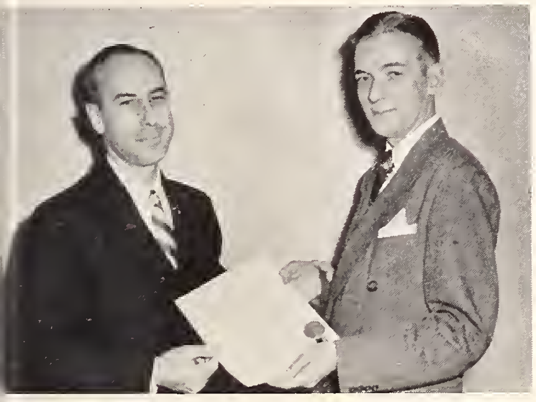


ILTON BERLE, who won four "firsts" in otion Picture Daily's Television Poll. for ame, shown here with his winning scroll

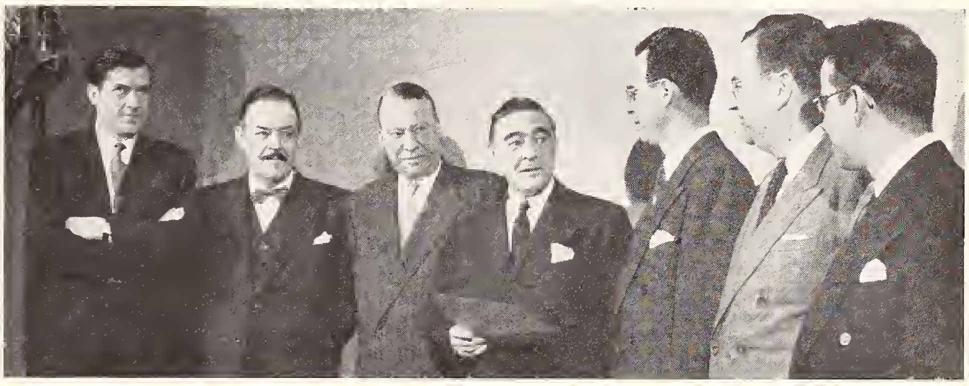
ED WYNN, whose television show was judged best commercial presentation from an audience angle



DAVE GARROWAY, held by TV critics to be the most promising star of tomorrow in television



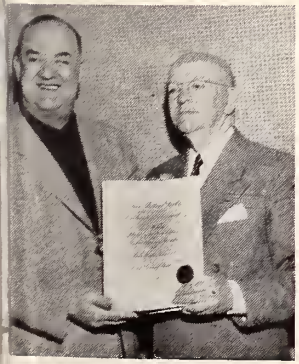
ILL STERN, once again voted the best sports- aster in the 14th annual radio poll. Gene rneel makes the scroll presentation in N. Y.



Best TV show of 1949 in education and public service field went to "Eisenhower's Crusade in Europe," edited by March of Time: Left to right: Andrew Heiskell, publisher of Life *Magazine; Richard de Rochemont, producer; William D. Geer, associate publisher,* Life*; Roy E. Larsen, president, Time, Inc.; Martin Quigley, Jr.; James A. Linen, publisher,* Time *Magazine; Arthur Tourtellot, associate producer*

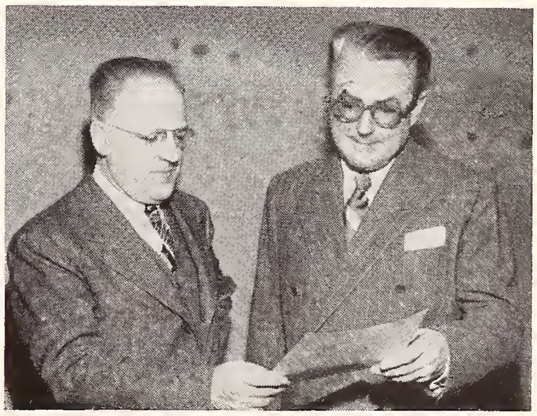
SAMUEL CHOTZINOFF of NBC accepting radio award to the NBC Symphony Orchestra as the best unit in that field

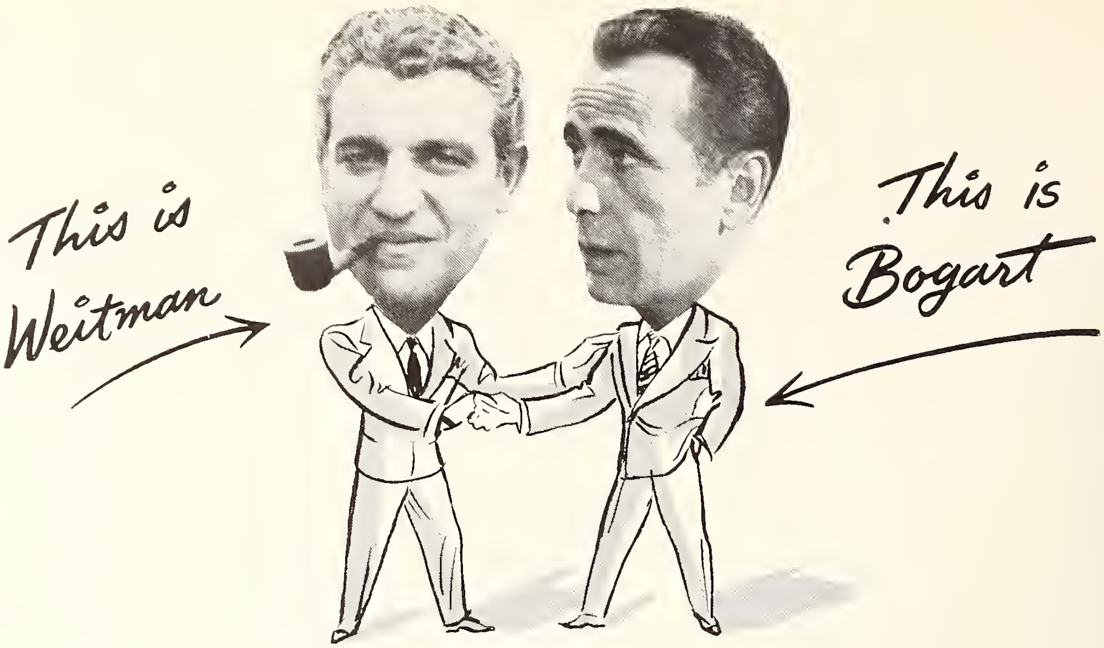
DONALD STEWART, advertising manager of The Texas Company, whose Texaco Star Theatre won firsts in four categories of the Video Poll



DON WILSON, who was voted best studio announcer in the radio poll, accepting his scroll from Hugh Quigley

JOHN M. SHAW, a vice-president of American Telephone and Telegraph, and Don Voorhees, conductor of the orchestra, accept scroll awarded The Telephone Hour as the best musical show in the radio poll





"It's a pleasure to welcome Bogart to the N.Y. Paramount in a picture as good as 'In A Lonely Place.' I'm a Bogart fan from way back—and this is definitely one of his best."

Robert M. Weitman,
Vice-President
UNITED PARAMOUNT THEATRES

COLUMBIA PICTURES presents HUMPHREY BOGART "IN A LONELY PLACE" with GLORIA GRAHAME · Frank Lovejoy · Carl Benton Reid · Art Smith
Jeff Donnell · Martha Stewart · Screen Play by Andrew Solt · A Santana Production · Produced by Robert Lord · Directed by Nicholas Ray

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MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 96 | NEW YORK, U.S.A., THURSDAY, MAY 18, 1950 | TEN CENTS

llied Role in rbitration eet Unlikely

stems' Disparaged by ers; 'Too Expensive'

eclining to conjecture on her the Allied board meeting day and Tuesday would con- the question of the organiza- participation in a possible "all- try" conference in behalf of an ration system, Allied States gen- counsel Abram F. Myers made a observations here yesterday that ed to a likelihood that Allied d refrain from joining in such a rence.

Ayers pointed out that Allied s in large measure respon- le for elimination of arbi- ation from the final decree in e industry anti-trust suit. reover, he expressed disdain "systems" of arbitration, d said there was nothing to event the conduct of arbitra-

(*Continued on page* 4)

ocky Mt. Allied -elects Wolfberg

ENVER, May 17.—Officers reelected e closing session here today of Allied Rocky Mountain Theatres ention were John M. Wolfberg, dent, J. H. Ashby, general man- and Walter Ibold, treasurer. Lind was elected as vice-presi-

stepped-up campaign for repeal of Federal admission tax was urged Trueman Rembusch, national Al- president, who also termed tele- n a "real competitor." He told

(*Continued on page* 4)

gnall to Confer on nancing Plan

OLLYWOOD, May 17.—George Bag- former United Artists vice- ident, left here tonight for San nio, where he will confer with iel Hickson, Bankers Trust vice- ident, on plans advanced here last

(*Continued on page* 4)

Anglo-US Pact Talks May Be Finished By Weekend

By PETER BURNUP

LONDON, May 17.—The gap between the American industry and British government negotiators of an Anglo-American film remittance agreement for the next two years was further narrowed today.

Ellis Arnall, president of the Society of Independent Motion Picture Producers, who hitherto has been skeptical of the chances of an early understanding being reached, now predicts that an agreement can be arrived at this weekend. Earlier, Eric John-

(*Continued on page* 2)

Flat Licensing If Theatremen Open Their Books: Smith

OMAHA, May 17.—Appearing before the meeting of the Allied Theatre Owners of Iowa and Nebraska, A. W. Smith, 20th Century-Fox distribution vice-president, said here today he would favor film licensing on a flat-rental basis but on condition that exhibitors open their books so that determination of the appropriate amount of rental could be made. He made the statement in answering ques-

(*Continued on page* 4)

'Annie' and 'Jackie' Open to Capacity

The Broadway showcase belt had much to cheer in the openings yesterday of M-G-M's "Annie Get Your Gun" and Eagle-Lion's "Jackie Robinson Story."

"Annie" played capacity throughout a large part of the day at Loew's State, which is scaled at 55 cents at opening time to $1.20, with the total day's gross figured at $9,000. Similarly, "Jackie," at the Astor, with a price scale of 60 cents to $1.20, appeared headed for $4,500 for the day.

$75,905 Profit for Disney in 26 Weeks

Walt Disney Productions had a net income of $75,905 for the 26 weeks ended April 1, 1950, against a loss of $29,245 for the same period last year, shareholders were told in a letter from Paul L. Pease, treasurer. "The prospect now is for a modest net profit for

(*Continued on page* 2)

Industry to Supply COMPO Tax Unit With Factual Proof of Repeal Need

The entire industry has been alerted by the tax committee of the Council of Motion Picture Organizations to funnel into the Washington office of committee chairman Abram F. Myers by tomorrow all available facts and statistics relating to attendance declines, curtailed operations and theatre closings so that this information can be turned over to Congress, particularly the Senate Finance Committee, to prove that a 50 per cent cut in the 20 per cent Federal admission tax will not give the industry the relief it must have.

This was disclosed here yesterday by Myers who met with other members of the COMPO tax committee at the Hotel Astor to implement the mandate of the recent COMPO meeting in Chicago that the fight for complete repeal be intensified.

The committee set up a "time-table" under which it will conduct its drive. The plan is to renew pressure on the House Ways and Means Committee, to prepare for action toward securing amendment to the present bill when it reaches the House floor, and to apply for a hearing before the Senate Finance Committee.

TOA Opposes Local COMPO Organizations

Other 'Reservations' Dispelled By Depinet

Theatre Owners of America stands opposed to the formation of regional units by the Council of Motion Picture Organizations and believes COMPO should be operated exclusively on the national level, it was learned yesterday following the meeting of TOA's executive board here on Monday and Tuesday.

Apparently this is the only continuing reservation which TOA is adhering to with respect to COMPO, and it is said to persist despite an extensive question-and-answer period which Ned E. Depinet, president of COMPO, participated in at Tuesday's session of the TOA executive board.

Numerous lingering doubts harbored by TOA officials, particularly

(*Continued on page* 4)

Name 25 to Variety Executive Staff

INDIANAPOLIS, May 17.—Adding to the elective officers named at the recent New Orleans convention, Marc Wolf, new chief barker of Variety International, has rounded out the organization's personnel with the following appointments to international office:

Sergeant-at-arms, W. H. Lollier, Los Angeles; ceremonial barker, James G. Palmer, Pittsburgh; heart committee chairman, Nathan D. Golden; executive aide to the chief barker,

(*Continued on page* 2)

Screen Palsy Trailer In 12,000 Theatres

The motion picture industry's campaign trailer for the United Cerebral Palsy Association's current $5,000,000 drive has played in more than 12,000 theatres, it was estimated by Leonard Goldenson, UCPA president and presi-

(*Continued on page* 2)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

My Friend Irma Goes West - SNEAK PREVIEWS CLOCKING MORE LAUGHS THAN "MY FRIEND IRMA"!

A HAL WALLIS Production from Paramount

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Arbitration

(*Continued from page 1*)

tion proceedings within the industry at present, the absence of a "system" notwithstanding.

However, Myers indicated that at Allied board meetings it is customary for the directors to cover the entire gamut of trade practice problems and proposals, and hinted that it was therefore possible that the subject of arbitration would be dealt with. The subject was completely by-passed at the last Allied board meeting.

On Tuesday Theatre Owners of America officials Gael Sullivan and Herman M. Levy disclosed that that organization's executive committee stood behind a possible all-industry conference on arbitration, and that all the companies except United Artists had responded favorably to TOA's bid for an affirmative attitude toward the holding of such a conference. It was expected that in about two weeks it would be known whether it would be distribution or exhibition that would sound the official call for the meeting.

Systems of arbitration "are too expensive and binding," in Myers' opinion. The system which utilized the services of the American Arbitration Association and which was abandoned with the handing down of the final industry anti-trust suit decree was not wholly without merit, Myers maintained. In his view the awards under that procedure "were pretty good by and large." He held that it was action on appeals that made the system unsatisfactory, and indicated that his disappointment with it in that respect lay with the reversals that followed many of the original awards.

Here to attend yesterday's meeting of the tax committee of the Council of Motion Picture Organizations, of which he is chairman, Myers left New York last night for his Washington headquarters.

Graham Baker, 62

HOLLYWOOD, May 17.—Funeral services will be held tomorrow morning at Pierce Brothers Mortuary, for Graham Baker, 62, veteran writer-producer, who died yesterday following a lengthy illness.

Long a co-worker with Gene Towne in an affiliation responsible for many notable films, the deceased is survived by the widow, a daughter, three brothers and a sister.

THE OUTSTANDING SHORT
SUBJECT OF 1950!
"A CONCERT ALBUM"
With America's greatest stars of
opera, concert and radio
Nadine Conner : Charles Kullman
of the Metropolitan Opera Company
Tossy Spivakovsky
Constance Keene
and "The Men of Song"
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At Kearny, N. J.
Opposite Koppers Coke Plant
For Lease or will build
Owner, L. N. Rosenbaum & Son
565 Fifth Ave. New York 17

Reviews

"Congolaise"

(*Trinity Productions-Film Classics*)

THE habits and customs of the aborigines of Equatorial Africa are brought to the screen in an informative and entertaining travelogue produced by Jack Reiger with the cooperation of the French government and the Museum of Man. "Congolaise" is a graphic documentation of the day-by-day lives of primitive peoples whose existence is becoming increasingly tenuous, the film points out, in consequence of the inroads of civilization, predatory animal life, uncertainties of food sources and menacing tropical diseases. Still they manage to live where the white man cannot yet make his home.

Marked by superior direction and editing, for which Jacques Dupont and Gilbert Roguet, respectively, are to be credited, this picture runs its course swiftly and smoothly, displaying en route suspenseful scenes of elephant, lion and gorilla hunts participated in only by natives whose weapons are limited to spears, bows-and-arrows and ancient blunderbusses. The picture is unique in that no white men appear in it. The "story" (which is really the running commentary) by Peter Ordway serves to cement various episodes of native life filmed by an expedition of white men during a trip by giant log canoes up the Ogowe River. The scantily clad blacks perform religious rites for the camera, butcher a slain elephant, pose proudly with a disemboweled bull gorilla which they had killed. Indeed, several scenes pull no punches for the ultra-squeamish. This film is a "natural" for so-called "ballyhoo" situations and, additionally, should stand up well as a program feature.

Running time, 68 minutes. General audience classification. Release date, April 27.

CHARLES L. FRANKE

"Salt Lake Raiders"

(*Republic*)

WHERE Westerns work well at the box-office, this newest Allan (Rocky) Lane adventure qualifies on all counts, with a few entertainment values to spare. Action is in correct abundance and more than the usual amount of plot substance makes for added interest.

Gordon Kay was associate producer and Fred C. Brannon directed the M. Coates Webster screenplay, which sends marshal Lane out after an escaped convict who, he finds, is innocent of the murder for which he was sent to prison. The standard assortment of heavies appear on the scene to kidnap the fugitive in the belief he knows where loot connected with the murder is cached. Lane and the innocent man eventually put the quietus on the plans of the thugs and at the same time find the actual murderer.

Eddy Waller, Roy Barcroft, Martha Hyer, Byron Foulger, Myron Healey, Clifton Young and Stanley Andrews are in support.

Running time, 60 minutes. General audience classification. For May release.

GENE ARNEEL

Smith on Licensing

(*Continued from page 1*)

tions put by the Allied unit's members.

A special Allied States committee, headed by Col. H. A. Cole of Dallas, has been exerting full effort in recent weeks to bring about more licensing on flat terms. There was no formal declaration made at the Omaha session on whether Smith's proposal would be acceptable although a show-of-hands vote disclosed a number of the members might consider it.

The question of scales sliding downward in favor of the exhibitor after a certain gross had been reached also was brought up. Smith said he frowned upon this idea for the reason that the producer, as well as the exhibitor, needs a box-office incentive.

As for competitive bidding, he said he found it ineffective in some areas and in its stead recommended product splits. Smith said that if competing theatremen were unable to agree on the splits, he would have 20th-Fox branch managers arrange for them.

Smith urged that exhibitors make use of television when the coaxial cable reaches this city in September as a medium for promotion of their pictures and promised that 20th-Fox will make available special TV trailers.

A resolution was passed against alleged collusive dealings by distributor representatives in the Omaha and Des Moines areas. "Battleground," "Cinderella" and "Francis" were cited a "must percentage" pictures whose selling methods aroused the ire of the exhibitors.

Another resolution passed by the Allied group congratulated 20th-Fox for its "Showmanship Campaign."

Board chairman Leo F. Wolcott summed up the organization's program for the coming year in a closing address. Board membership was raised from 21 to 25. Six new members elected are Wally Johnson, Luella Kress, Harry Lankhorst, Glen Partlow, John Preston and Doc Twedt.

Reelects Wolfberg

(*Continued from page 1*)

exhibitors to keep abreast of television developments and to be prepared to take advantage of the new medium.

The morning session was devoted to drive-in problems, with the discussion on an open forum basis. No resolutions were passed during the business sessions. The convention concluded tonight with 150 persons attending a dinner-dance at a nearby ranch.

TOA Oppos

(*Continued from page 1*)

with respect to COMPO fina were dispelled by Depinet at the sion, however. Some TOA of felt that a budget of $50,000 to 000 annually should be ample COMPO, for example, but even silenced their objections to a larger budget before the me ended.

Reminders that the co[illegible]tio COMPO would be volun[illegible] dis most of the objections to the fina plan. In addition, it was observe while distributors, under the plan be paying one-tenth of one per of their gross, exhibitors are called upon to pay the same perce of their film rental only.

TOA's objections to regional o ization by COMPO are said to from its conviction that all stra areas of the country already are r sented by COMPO member or zations and the setting up of pa organizations in the field, ther would be a needless expense a move that could lead to confusio duplication of effort and, in som stances, such as regional legis matters, could prove harmful t activities undertaken by better formed permanent residents of vidual areas.

Indications are that TOA ma an amendment to COMPO's by to restrict it to national level or zation.

The TOA executive board app financing up to $70,000 for the r tion of lawyers, an engineer economist needed to prepare its pr tation of theatre television alloc applications to the Federal Com cations Commission.

Financing Plan

(*Continued from page 1*)

week to establish a $10,000,000 fi ing corporation for independent production.

Bagnall has been at work obta permission of independent prod for complete research of their re for the past 12 years, required the plan put forward by Ba Trust's Alex Ardrey and approve the Society of Independent M Picture Producers membership.

Malmuth with Hornst

Joe Malmuth, long associated the theatre equipment field and formerly an operator of theatres been appointed sales engineer o Miami, Fla., branch of Joe Horn Inc., New York, theatre supply ers. The Miami branch is unde direction of Hal Hornstein.

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ant Meet on ·bitration, llied or No

npanies' Enthusiasm tifies Action: TOA

ied States' possible disinterest rrent activity aimed at the es-hment of an industry-wide ration system will not deter heatre Owners of America from ng for an exploratory industry rence on arbitration, TOA execu- director Gael Sullivan indicated day.

ullivan declared that the nifest enthusiasm for such conference which has come m virtually all distributors, alone justification for hold- an exploratory meeting.

ied's board, meeting in Memphis onday and Tuesday, may or may onsider whether the organization d participate in such a confer- Allied general counsel Abram

(Continued on page 3)

ra. Meet to Vote Stock Reduction

mination from the authorized al stock of Paramount Pictures . of shares held in the company's ury has been recommended by the 1 of directors and will be voted at the corporation's first annual holders meeting here on June As previously reported, all pres- oard members are candidates for ection. As of May 8, Paramount purchased 611,000 shares of its common stock.

operative Must ow Books in Suit

TROIT, May 18.—U. S. District t has granted the motion of the ety of Independent Motion Pic- Producers for an inspection of ooks and records of Cooperative tres of Michigan. SIMPP is plaintiff in an anti-trust action st Cooperative and United De- Theatres. Inspection of the lat- records had not been asked.

Windsor Settles with WB In Suit Against Majors

WASHINGTON, May 18.—Warner Brothers and the Windsor Theatre Co. of Baltimore today reached an out-of-court settlement of Windsor's product-and-damages suit against major distributors.

A settlement between Windsor and the three remaining distributor defendants — Loew's, Universal and United Artists—is possible shortly. The case is slated to be argued in District Court here on Monday.

The settlements may, however, produce further litigation. Here's why:

(Continued on page 3)

TOA Puts in Veto Of Compo Regionals

Theatre Owners of America's veto of regional units within the Council of Motion Picture Organizations was registered yesterday at the first corporate meeting of COMPO, held in New York, it was reported by TOA executive director Gael Sullivan.

The veto, however, is expected to be inoperative in the event the COMPO committee on organization adopts provisions restricting COMPO to national organization status, or to regional operation only where circumstances require.

Admission Tax Cut Jeopardized By CapitalGainsSlash

WASHINGTON, May 18.—House Ways and Means Committee approval of more lenient tax treatment of long-term capital gains may tip the scales in favor of a Presidential veto of the pending tax bill, Treasury Department officials hint.

The big question mark on the industry getting a cut in the admission tax this year has always been whether

(Continued on page 3)

New Jersey Grosses Hit Hard: Lachman

Reconversion of war industries and consequent reductions in employment, together with television and other competition, have made New Jersey the hardest hit area in the U. S. in terms of theatre business drop-offs, ac-

(Continued on page 3)

COMPO Fully Manned and Ready to Go

Board, Officers Elected; Name Committee Heads

(Picture on page 2)

Just three days after the Council of Motion Picture Organizations received its charter, the all-industry organization yesterday elected an executive board, installed officers, adopted without change the by-laws agreed upon at the May 8-9 Chicago parley and named five functional committees. COMPO took these actions yesterday at its first corporate meeting, held at the RKO executive offices here and attended by 10 delegates.

The initial action at yesterday's meeting was the adoption of the by-laws. This done, the incorporators then resigned and the directors elected the slate of officers nominated at Chicago.

Elected were: president, Ned E. De-

(Continued on page 2)

Future Looks Good To Balaban, Skouras

BOSTON, May 18.—Hard work and good pictures were the prescription for a prosperous future for the industry offered by Barney Balaban, president of Paramount, and Spyros P. Skouras, president of 20th Century-Fox, today.

Here to address a Faneuil Hall Conference, Balaban told reporters: "The future of the motion picture industry is encouraging but clear think-

(Continued on page 3)

New Openings on Broadway Rack Up Strong Grosses

$1,419,600 Trust Suit Filed Versus Majors

Los Angeles, May 18. — Attorney Fred A. Weller filed $1,419,600 anti-trust action against the eight major distributors in behalf of Allen Theatres Corp., owners of the Avon Theatre at South Gate, Cal., asserting that an arbitrary zoning system outlawed by the U. S. Supreme Court has been continued in effect against the plaintiff.

New productions are injecting a good measure of box-office vigor in the first-run area here this week.

The Music Hall opened yesterday with "Father of the Bride" and a new stage show with very healthy results, revenue for the day being estimated at $19,000. At the State, "Annie Get Your Gun" exceeded Wednesday's opening day business which was over $8,000, representing top-calibre income.

"In a Lonely Place," with Frankie Laine on stage, gave the Paramount a strong $8,500 on its opening day, Wednesday, and was figured to climb to close to $9,000 yesterday. "Jackie

(Continued on page 3)

Palsy Drive to Benefit By 'Bright Leaf' Bow

The industry's cerebral palsy drive will be the beneficiary of a special tobacco auction to be held this month in connection with a "Tobacco Festival" being staged in the Southland for the Raleigh May 31 premiere of Warner's "Bright Leaf" at the Ambassador Theatre.

Around these events WB advertis-

(Continued on page 2)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW
My Friend Irma Goes West - LISTEN FOR ITS BIG HIT SONG, "I'LL ALWAYS LOVE YOU"
A HAL WALLIS Production from Paramount
IN TOWN!
NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ROBERT L. LIPPERT, president of Lippert Productions, will arrive here on Sunday from the Coast and will return there the following Saturday.

•

BOB YOUNG, of Paramount's home office, has arrived on the Coast to work on plans for the company's national sales meeting, scheduled for Los Angeles starting June 12.

•

GEORGE FRASER, head of Eagle-Lion's writing department, and his wife, PAULA FRASER, Paramount copywriter, will leave here today for a Florida vacation.

•

CHARLES EINFELD, 20th Century-Fox advertising-publicity vice-president, will arrive here Monday from a tour of Europe.

•

LEO F. SAMUELS, Walt Disney executive, returned here yesterday from Nashville.

•

WILLIAM DIETERLE, director, will leave here Monday for Europe.

Show 20th's 'Ticket' At Capital Contest

A special screening of 20th Century-Fox's "A Ticket to Tomahawk," in the National Archives Building, Washington, May 24, will highlight a series of events that has been planned for the finalists and officials in the Scripps-Howard national spelling contest.

Contestants, meeting in Washington for national finals on May 27, were selected in contests sponsored throughout the country by newspapers co-operating with Scripps-Howard.

WB Opens New Theatre

HARRISON, N. J., May 18.—The Warner Theatre was opened last night with ceremonies and a host of prominent visitors. Harry M. Kalmine, president and general manager of Warner Theatres, Frank Damis, Jersey zone manager, W. Stewart McDonald, Harry Mayer, Hary Goldberg, Frank Cahill, Herman Maier and others were among those present. Ward Wilsey is manager of the 1,086-seat house.

Pinanski's Sister Dies

BOSTON, May 18.—Mrs. Abraham Leventall, sister of Samuel Pinanski, president of American Theatres and of the Theatre Owners of America, died here at noon today.

Palsy Drive

(*Continued from page 1*)

ing-publicity vice-president Mort Blumenstock's aides have tied-in with a "Tobaccoland Rodeo," a barbeque, country fair, Cherokee Indian convocation, parade, civic receptions, numerous radio broadcasts and other promotions for the Raleigh and 275 other Southland openings.

Attending Compo Meeting

FIRST corporate meeting of the Council of Motion Picture Organizations was held here yesterday in the RKO office of COMPO president Ned E. Depinet. Present were directors and officers who could attend, pictured above. Reading from left to right, they are: Front row, Oscar A. Doob, Harry Brandt, Leo Brecher, Abel Green; back row, Francis S. Harmon, Max A. Cohen, Depinet, Martin Quigley, Gael Sullivan and Robert J. Rubin.

COMPO Set

(*Continued from page 1*)

pinet; vice-presidents, Ellis G. Arnall, Harry Brandt, Leo Brecher, Roy M. Brewer, Abel Green, H. V. (Rotus) Harvey, Samuel Pinanski, Ronald Reagan and Trueman T. Rembusch; treasurer, Robert J. O'Donnell; secretary, Francis S. Harmon.

The 20 directors constituting the executive board are: Rembusch, Nate Yamins, Brandt, Max A. Cohen, Brecher, Oscar A. Doob, Depinet, William F. Rodgers, Art Arthur, Brewer, Harvey, William Graeper, Arnall, Robert J. Rubin, Pinanski, Gael Sullivan, Green, Martin Quigley, O'Donnell and Marc Wolf.

Present at yesterday's meeting were: Depinet, Brandt, Brecher, Cohen, Doob, Green, Quigley, Rubin, Sullivan and Harmon.

Depinet announced appointments of chairmen and members of all five major committees which were established to blueprint COMPO's future operations and activities. Committee recommendations will be by majority vote of those present. Unanimous action on recommendations is required by the COMPO board, however.

The committees and their personnel are:

COMMITTEE ON PROGRAMS AND PLANNING: Nathan Yamins, Allied, chairman; Abel Green, Trade Press, chairman; Chester Bahn, Trade Press; Maurice Bergman, MPAA; Max A. Cohen, ITOA; Oscar Doob, MMPTA; Charles Einfeld, MPAA; Earl J. Hudson, Variety; Walter Reade, Jr., TOA; Allen Rivkin, MPIC; Robert J. Rubin, SIMPP; Fred J Schwartz, MMPTA; Charles Smakwitz, Variety; Martin G. Smith, Allied; Leonard Spiegelgass, MPIC; Gael Sullivan, TOA; Morton Sunshine, ITOA; Walter Wanger, SIMPP; Red Kann, Trade Press.

COMMITTEE ON FINANCE: Sam Pinanski, TOA, chairman; Spyros P. Skouras, MPAA, vice-chairman; Jack Alicoate, Trade Press; Max A. Cohen, ITOA; Russell V. Downing, MMPTA; George Eby, Variety; Leonard H. Goldenson, TOA; Ben B. Kahane, MPIC; Jack Kirsch, Allied; Sol Lesser, SIMPP; James Mulvey, SIMPP; Ronald Reagan, MPIC; Trueman Rembusch, Allied; Sam Rosen, MMPTA; Leon Rosenblatt, ITOA; Ben Shlyen, Trade Press; Joseph R. Vogel, MPAA; Marc Wolf, Variety.

COMMITTEE ON MEMBERSHIP: Robert J. O'Donnell, Variety, chairman; Ellis Arnall, SIMPP, vice-chairman; William Brandt, ITOA; Edward Lachman, Allied; Charles E. Lewis, Trade Press; Elmer C. Rhoden, TOA; Samuel Rinzler, MMPTA; Herman Robbins, MPAA; Albert S. Rogell, MPIC.

COMMITTEE ON PERSONNEL: Leo Brecher, MMPTA, chairman; Gunther R. Lessing, MPIC, vice-chairman; William L. Ainsworth, Allied; Barney Balaban, MPAA; S. H. Fabian, TOA; William Namenson, ITOA; Martin Quigley, Trade Press; David O. Selznick, SIMPP; Ben F. Shearer, PCCITO; Charles P. Skouras, Variety.

COMMITTEE ON ORGANIZATION: Harry Brandt, ITOA, chairman; Rotus Harvey, PCCITO, vice-chairman; Sam L. Gillette, L. O. Lukan, William Graeper, all PCCITO; David Weinstock, Rudolph Sanders, Jess Goldberg, all ITOA; Andrew W. Smith, William F. Rodgers, Ben Kalmenson, James Grainger, all MPAA; Robert B. Wilby, Ralph Branton, Ted Gamble, Mitchell Wolfson, all TOA; Ben Berger, Abram F. Myers, Edward O. Cullen, O. F. Sullivan, all Allied; Ralph Talbot, Sam Switow, Murray Weiss, Mo Wax, all Variety; Jay Emanuel, T. E. Mortensen, William R. Wilkerson, Arthur Ungar, all Trade Press; I. E. Chadwick, Y. Frank Freeman, George Murphy, Art Arthur, all MPIC; Harry Goldberg, Sol Schwartz, Julius Joelson, Emanuel Frisch, all MMPTA; Stanley Kramer, Marvin L. Faris, Edward Small, Sam Bischoff, all SIMPP.

NEWS in Brief . . .

CHICAGO, May 18.—Approximatel 75 from 14 branches will attend th second M-G-M "Say It With Pic tures" meeting which will open her tomorrow at the Ambassador Ea Hotel with William F. Rodgers, dis tribution vice-president, presiding. Be cause of doctor's orders, Dore Schar production vice-president, will [illegible] able to attend. His report on [illegible] product, recorded at the New Yor meeting, will be heard on tape.

•

Hollywood, May 18.—Resolutio congratulating the Screen Dire tors Guild for establishing a D. W Griffith memorial at Centervill Ky., and the Screen Actors Guil for initiating a drive on the tale school racket were passed by th Motion Picture Industry Council its meeting here last night.

•

GREAT FALLS, Mont., May 18.—"The motion picture industry could well to follow the example of maj league baseball, with the larger co panies 'farming out' new personaliti to smaller producers," Harold Wirt wein, Monogram Western sales ma ager, told the Montana Independe Theatre Owners here. "The bo office stars of today are getting ol Wirthwein said.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Bennett
Elizabeth Taylor
"FATHER OF THE BRIDE"
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

HUMPHREY BOGART
"In a Lonely Place"
with GLORIA GRAHAME
A COLUMBIA PICTURE
in Person
FRANKIE LAIN
Miss Patti Page
Pat Henning
Extra
Elliot Lawrence
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Featu
Nightly

a warm... kind... human motion picture!
Johnny Holida
Released thru United A

DAN DAILEY
ANNE BAXTER in
"A TICKET TO TOMAHAWK"
ON STAGE
KEN MURRAY
RUBY KEELER
Extra
OSWALD
Ro
7th Ave. & 50th St.
20 CENTURY FOX
MOVIES ARE BETTER THAN

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturd Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpu New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secret James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Wea Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washing J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lond Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Internati Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates year, $6 in the Americas and $12 foreign; single copies, 10c.

Cite 1,700 Drive-ins Now in Operation

Reports from across the nation put the present number of outdoor theatres beyond the 1,700 mark, and the end is nowhere in sight, according to a survey by *Motion Picture Herald.*

Drive-in car capacity is said to be growing; program [illegible]ity is improving as the [illegible]panies increasingly demand and obtain percentage terms and in turn grant more favorable clearances and run; and the facilities already have grown beyond the scope of the conventional theatre, according to the *Herald.*

On the other hand, trouble is said to be brewing for the auto theatres, with restrictive action being taken by many city councils.

icket Tax

(*Continued from page* 1)

overall tax bill would be such as draw a Presidential veto. For a le, a veto was seen as almost cer- , in view of the large revenue loss ch the bill seemed likely to entail.

he committee has done very well, ever, in raising new revenue, and mbers were optimistic that they ht persuade the President to accept ill with a net loss of only $400,- ,000 or $500,000,000. The easing the capital gains tax provisions, ever, is bitterly opposed by the asury, and may be the determin- factor. The Treasury will make ecided effort to get the capital gains nges reversed later in committee in the Senate.

leanwhile, the Senate Finance nmittee, which had been consider- skipping open hearings on the tax in an effort to speed the measure, just decided that it will have to d hearings. These hearings, which l not begin until the bill has ared the House, will hold up the asure. Committee members said, ever, that so many protests had n received against various actions the House Committee that they l to abandon their original plan.

The Senate Committee will still at- npt to hold the hearings to the efest possible time. This puts ad- ional importance on the decision of Council of Motion Picture Organi- ion's tax committee to stress direct sonal contact with individual Sen- rs, rather than the formal presenta- n before the Senate Committee.

to Threat No Reason to acken Tax Drive: Myers

Reports of a possible Presidential to should not slow up the industry mpaign for repeal of the Federal mission tax, Abram F. Myers, chair- n of the Council of Motion Picture ganizations' tax committee, said sterday. He pointed out there are ny factors against a veto and that e tax bill may be passed over a veto, yway.

"The industry's campaigning for tax lief is a benefit to our public rela- ns in itself," Myers said. "It has ined respect for our business in any quarters where it never existed. he fight must go on."

Review

"The Men"

(*Stanley Kramer Prod.—United Artists*)

PRODUCER Stanley Kramer, whose penchant for ground-breaking themes produced "Home of the Brave," presents a sharply realistic and compassionate picture in "The Men." The much-heralded film of a young man who became a paraplegic on the battlefields of World War II is strong entertainment. It is gripping, emotionally disturbing, and a work of worth.

Considerable comment of promotional value will very likely be made in the press, on the radio and in other channels. Furthermore it is the type of picture that will leave audiences talking about it long after they have left the theatre, irrespective of individual reaction.

Broadway actor Marlon Brando, making his screen debut, gives an artfully natural portrayal in the focal role of the veteran paralyzed from the waist down. His sense of loneliness, isolation and latent desperation is communicated with poignance. Teresa Wright portrays with warmth the girl who loves him and patiently hopes and waits for his readjustment. Everett Sloane as the doctor turns in a magnificent performance, catching subtle emotional transitions with powerful effect.

The story line is surprisingly slight, but scriptwriter Carl Foreman has added variety and variation to it. Condensed simply, it is the story of a shattered veteran's long up-hill struggle to once again take his place in society as a useful citizen. Linked with his psychic disturbance are his marital difficulties with the loving Miss Wright, which eventually are happily resolved.

Much of the footage has been shot at the Birmingham Veterans Administration Hospital. Many of the veterans there play minor roles in the picture and director Fred Zinnemann has gained authentic performances from them. Other professionals portraying veterans in the cast are Jack Webb, a cynical intellectual, and Richard Erdman, the extroverted type who is always good for laughs. The picture is slated for its world premiere at Radio City Music Hall in mid-July. Music by Dimitri Tiomkin adds effective punctuation to the various sequences. George Glass was associate producer.

Running time, 85 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

Skouras Trophy to Omaha's J. E. Scott

OMAHA, May 18.—The "Spyros P. Skouras Championship Trophy," awarded to the 20th Century-Fox exchange head finishing first in the company's branch managers testimonial drive during the last quarter of 1949, was presented tonight to J. E. Scott, local manager. The award was made by Andy W. Smith, Jr., sales vice-president, at a celebration at the Blackstone Hotel with all exchange employes attending. Also present were many exhibitors.

A gold pen and pencil was given to Smith. The gift came from all employes of the Midwest division, with Edwin W. Aaron, division sales manager, making the presentation. Others attending were Ralph Pielow, Jr. and Gordon Halloran, managers of the Des Moines and St. Louis branches.

Windsor-WB Settle

(*Continued from page* 1)

The Windsor originally filed suit against six distributors—the above four and 20th Century-Fox and Paramount—and the Walbrook Amusement Co. It said the distributors favored the Walbrook Theatre over the Windsor. The Walbrook was dismissed as a defendant because it did not do business here. Then 20th-Fox agreed with Windsor to split its product between the Windsor and Walbrook, and Walbrook sued 20th-Fox for breach of contract. Later, Paramount made the same agreement, and Walbrook indicated it would sue Paramount if it won the suit against 20th-Fox.

Although the terms of the Warner settlement were not disclosed, it was understood that a product split between the Windsor and Walbrook were involved, and that this is the basis of negotiations with the three remaining distributors. Attorneys for the Walbrook said that if all settlements were on this basis, they would be inclined to bring breach of contract suits against all distributors.

Canova to Republic For Two Each Year

Republic has signed Judy Canova to a long-term contract which calls for at least two pictures annually, Herbert J. Yates, president, announced yesterday. He added that the company will back Miss Canova's films with a $500,000 national radio, television, trade paper and newspaper campaign.

Yates says that the contract marks Republic's initial step in a program to persuade stars who "appeal to the family trade" to return to the screen. The star has been appearing on radio and, as Yates pointed out, has built up a vast family audience. The contract marks the reunion of Republic and the star after a lapse of several years.

Strong Grosses

(*Continued from page* 1)

Robinson Story" at the Astor concluded its opening day (Wednesday) with about $3,500 on the books and promised to top that by $1,000 or more yesterday.

A few preview showings of "Caged" considerably bolstered business yesterday at the Strand, where the new film was teamed with "Colt .45" and Denise Darcel and Carl Ravazza's orchestra on stage. "Caged" will begin its regular run today with Xavier Cugat in person.

While the new shows scored strongly, houses with holdovers were doing about normal business.

Palace Vaudeville Policy Celebrates First Birthday

Borough President Robert F. Wagner, Milton Berle, Smith and Dale, Cliff Edwards and Belle Baker were among the guests yesterday at the New York Palace for the celebration of the theatre's first anniversary of its new vaudeville policy. Present, too, was Sol A. Schwartz, executive vice-president of RKO Theatres, who presented Berle with a gold life-time pass to the theatre in recognition of his efforts in vaudeville's behalf.

Wright to Weigh L.A. Bid Scene for Corwin

Los Angeles circuit owner Sherrill Corwin was in Washington this week for conferences with former Justice Department attorney Robert Wright whom he has retained to "look into" the competitive bidding situation on the Coast.

Corwin has indicated that the purpose behind such an examination by Wright is to secure first-run product for the downtown Los Angeles Orpheum and perhaps other Corwin houses. Corwin was in New York Monday and Tuesday attending the Theatre Owners of America's executive committee meeting.

Arbitration

(*Continued from page* 1)

Myers indicated in New York on Wednesday.

Industry attorneys queried yesterday were of the opinion that since any system of industry arbitration must perforce be voluntary for all who join in it, it would not matter too much if it did not include every segment of the industry. However, it was pointed out, there obviously would not be much purpose in setting up a "system" that a large part of the industry refused to embrace.

Allied is not the only exhibitor organization that appears to be lacking in enthusiasm for an arbitration conference. The Metropolitan Motion Picture Theatres Association and the New York Independent Theatre Owners Association here are held to be in the same corner with Allied. On the other hand, the Pacific Coast Conference of Independent Theatre Owners is viewed as being in favor of such an industry meeting, although official word to that effect has not been received in New York.

Balaban, Skouras

(*Continued from page* 1)

ing and hard work are required to meet current conditions."

Skouras said: "The future of the industry will be as good as the films it produces. Large-screen theatre television should bring new prosperity to the industry when thousands of theatres simultaneously are able to bring great shows and great films to their audiences."

In their Faneuil Hall speeches, both Balaban and Skouras cited the benefits of the American economic system.

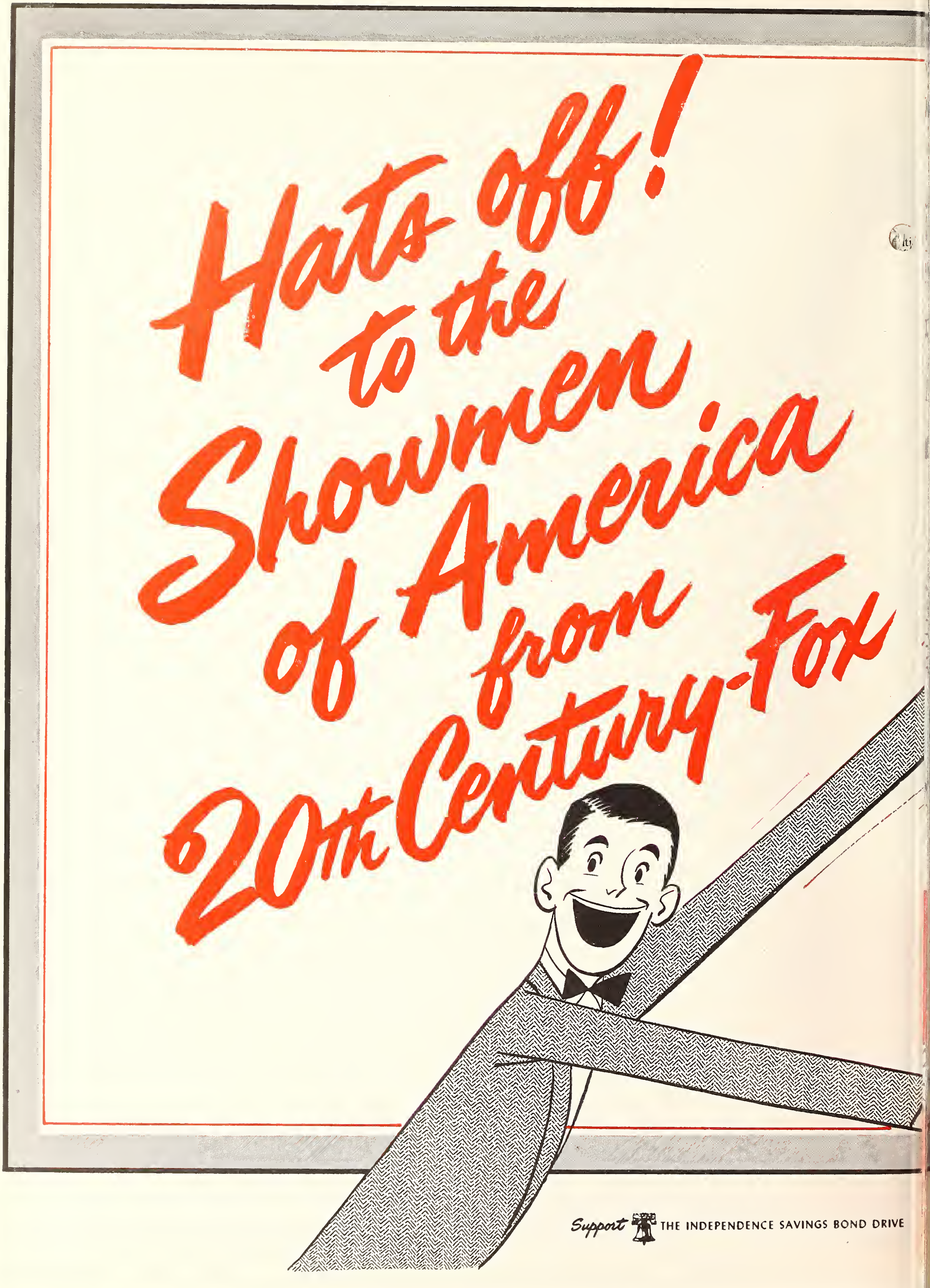
Jersey Grosses

(*Continued from page* 1)

cording to a survey by Edward Lachman, former president of New Jersey Allied Theatre Owners.

Lachman, who now is president of Carbons, Inc., reported that business in the state is off from 35 to 50 per cent from last year, when business was down 18 per cent compared to 1948.

Lachman cited New Orleans and Chicago as other areas where theatre business has encountered substantial drop-offs. He is en route to the Coast from New York now.


Hats off!
to the
Showmen
of America
from
20th Century-Fox

Support THE INDEPENDENCE SAVINGS BOND DRIVE

“This week and in the weeks immediately following, thousands of exhibitors throughout the country will launch newly prepared showmanship campaigns. The campaigns are the evidences of the new spirit, the revival of confidence and competitive determination, which were instilled in the 10,000 theatre men who attended the 20th Century-Fox Showmanship meetings in March.”

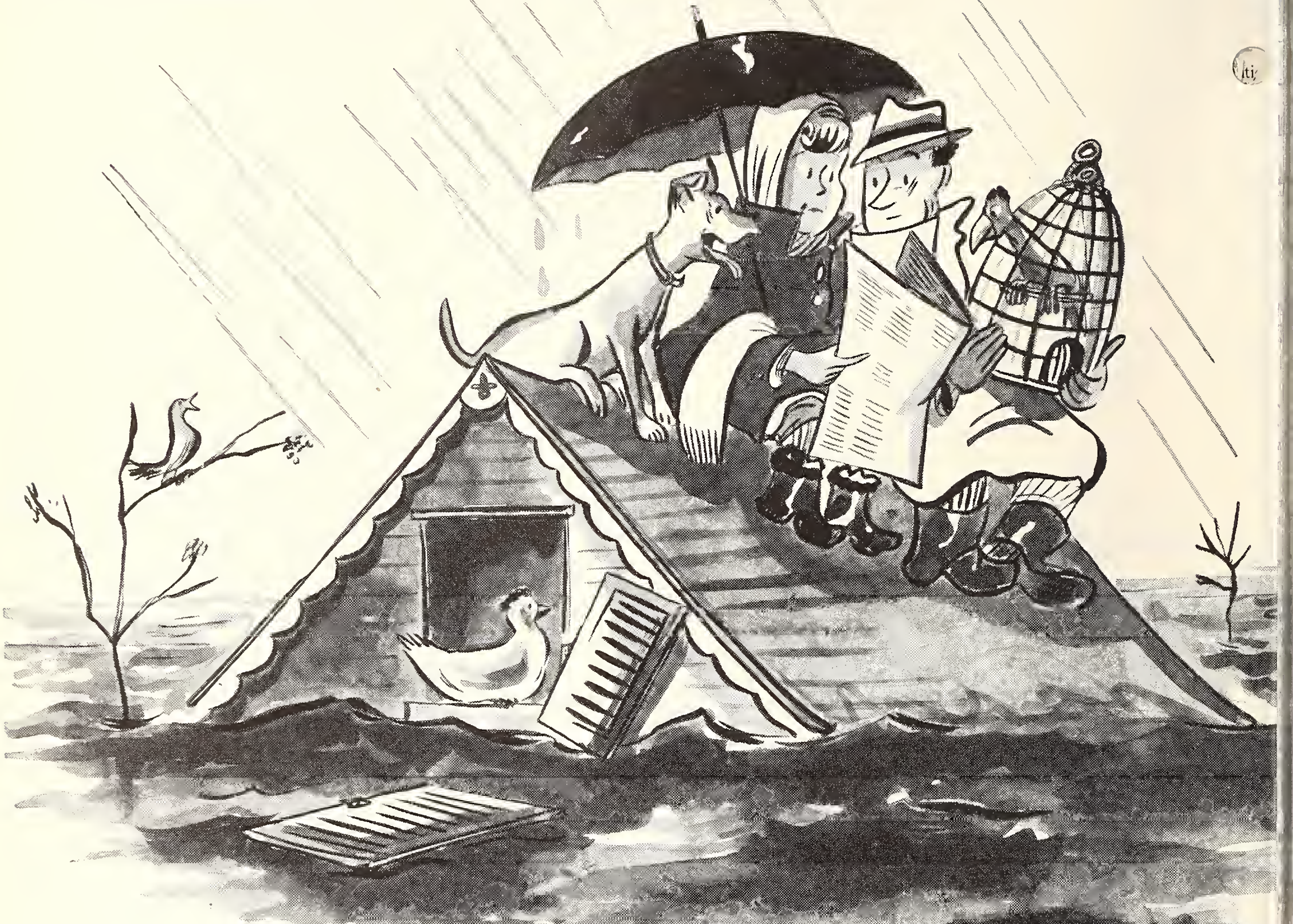
–Sherwin Kane, Motion Picture Daily

For our part, we pledge to continue to deliver the product that will prove to America that MOVIES ARE BETTER THAN EVER

12 O'CLOCK HIGH • WABASH AVENUE (TECHNICOLOR) • CHEAPER BY THE DOZEN (TECHNICOLOR) • THREE CAME HOME • THE BIG LIFT • A TICKET TO TOMAHAWK (TECHNICOLOR) • NIGHT AND THE CITY • LOVE THAT BRUTE • THE GUNFIGHTER • WHERE THE SIDEWALK ENDS

There's No Business Like 20th Century-Fox Business!

"OH DEAR... WE MISSED THAT COMPANION-APPROVED MOVIE"



Folks are like that when the newest COMPANION-approved movie comes to town! That's why the moviemakers invest more money in the COMPANION than in any other monthly magazine*.

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,000,000

**Except of course the fan magazines!*

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N. Y.

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NEW YORK 18,
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NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

L. [illegible] NO. 98 NEW YORK, U. S. A., MONDAY, MAY 22, 1950 TEN CENTS

nglo-US Pact egotiations n Stalemate

eet 'Tough' British ttitude on Production

By PETER BURNUP

ONDON, May 21.—Chances of early agreement between the erican industry representatives the Board of Trade here on visions for a two-year extension the Anglo-U. S. film remittance eement disappeared at Friday's ting at the BOT.

The meeting appeared to have nded in a complete stalemate ollowing development of an nexpected toughness on the art of the British officials.

here was no official information erning the subject of disagreement untered at Friday's meeting but it been generally anticipated that ish demands for increased Ameri- production here would prove dif- t for the American representatives

(*Continued on page 4*)

leet on Wages ere June 7

full-dress hearing for representa- s of all segments of the motion ure industry in New York State be held at the Bar Association lding here on June 7 by the Mini- n Wage Board for the amusement istry of the state. The hearing mark the official opening of the

(*Continued on page 4*)

e Wald Replacing d Rogell at RKO

OLLYWOOD, May 21.—The execu- producer post at the RKO studio open over the weekend, following resignation of Sid Rogell late rsday night in a private meeting Howard Hughes. Rogell, who

(*Continued on page 4*)

Drive-ins Asked to Join Fight for Repeal of the Federal Ticket Tax

The 1,700 drive-in theatres said to be operating throughout the country are being invited to take an active interest in and join the industry's continuing battle for repeal of the 20 percent Federal ticket tax, chairman Abram F. Myers of the Council of Motion Picture Organizations' tax committee disclosed over the weekend. He is pointing out to various area chairmen that when the nationwide fight against the 20 percent tax was launched during the winter, the out-door theatres were not in operation and therefore had no opportunity to join the drive.

In states where it is not certain that Senators are in sympathy with total repeal and where area committees deem it advisable, it is hoped that the drive-in theatres will join with other theatres in the area to strengthen the appeal for repeal.

Competitors Bid— Receive Same Films

CHICAGO, May 21.—A most unusual booking, and considered significant here is that of the Jackson Park and Stony theatres, located two blocks apart, which both bid for and won bookings for identical bills: Paramount's "Captain U. S. A.," and "No Man of Her Own," for one week start-

(*Continued on page 4*)

Para. Sets Release Of 12 for Summer

Paramount is making available 12 "top grade" productions for summer release, it was announced here at the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp. They include Frank Capra's "Riding High," starring Bing Crosby and Coleen Gray; "Captain Carey,

(*Continued on page 4*)

UA Producers Await Parley With Sears on 'Moratorium'

Seidelman Giving Up 'U' Foreign Duties

Joseph H. Seidelman, president of the international division of Universal and vice-president of the parent company, will relinquish his post for an "emeritus status" around June 1, according to present plans.

Seidelman, who has held his Universal post since 1938, will continue with the company in a consultative capacity. However, most of his duties will be taken over by Al Daff, who has been with Universal in executive foreign posts since 1935, and who has been vice-president of Universal's international division since 1944.

HOLLYWOOD, May 21.—United Artists producers were preparing this weekend to meet with Gradwell Sears, president, and Arthur Kelly, executive vice-president, on their arrival tomorrow from New York for a thorough consideration of management's request for a 30-day moratorium on remittances to producers and for relaxed restrictions on acceptance of exhibition contracts.

Although a checkup shows the producers divided in their attitude toward management's proposals, those opposed declare the UA executives should make a completely frank presentation of the facts giving rise to Sears' requests. Those inclined to view the proposals more favorably point out that the company has served independents well over a long period, is essential to continued operations for many of them, and should be given aid if it really needs a breathing-spell.

It is expected that banks financing the independents will be represented.

Eagle-Lion and Film Classics Consolidated

Merger Effective on June 12; See Economies

A merger of Eagle-Lion and Film Classics, effective June 12, was approved by principals of both companies on Friday, following protracted negotiations.

Name of the new company is Eagle-Lion Classics. Officers are: Joseph Bernhard, chairman of the board; William C. MacMillen, Jr., president; William J. Heineman, vice-president in charge of distribution; Bernard G. Kranze, general sales manager, and Sam Seidelman, foreign sales manager.

"Substantial" new financing has been obtained from the banks for Eagle-Lion Classics, company officials stated. It will be used to retire outstanding obligations of both companies and to provide financing for indepen-

(*Continued on page 4*)

Arbitration on Allied Agenda

MEMPHIS, May 21.—Discussion and possible action on arbitration, a single annual fund-raising campaign for motion picture exhibitors, a possible COMPO research study of the causes and cures for box-office decline, and distributors' policies on percentage selling and competitive bidding head

(*Continued on page 4*)

Foreign Exhibitors Use Showmanship

Following a two-month tour of Europe, during which he detailed American showmanship plans to exhibition and distribution leaders in England and on the Continent, Charles Einfeld, vice-president of 20th Century-

(*Continued on page 4*)

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

PARAMOUNT PICTURES
NO MAN OF HER OWN IS "INTRIGUING AND SUSPENSEFUL"
starring BARBARA STANWYCK . JOHN LUND
—says Charm Magazine

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

GEORGE BURROWS, Monogram-Allied Artists executive vice-president and treasurer, has left here for the Coast.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, left here over the weekend for Atlanta to address the convention of the MPTO of Georgia.

•

CHARLOTTE MORRISSEY, secretary to HOWARD LESIEUR, United Artists advertising-publicity director, was married here yesterday to JAMES BAYER.

•

SILAS F. SEADLER, M-G-M advertising manager, and JOHN JOSEPH, publicity manager, will return here today from Chicago.

50 Years of Life In US in WB Film

Three years of research in vaults containing many millions of feet of film have been crystallized by Warner Brothers in a feature picture entitled, "Fifty Years Before Your Eyes," due soon, and in which will appear highlight scenes of events and persons of note down through half-a-century.

The picture, whose theme is the rise of the U. S. to the No. 1 position of world leadership in the 50 years, features narrators Arthur Godfrey, H. V. Kaltenborn, Quentin Reynolds, Milton Cross, Clem McCarthy, Norman Brokenshire, Andre Baruch, Dwight Weist and Dan Donaldson.

Subject matter ranges from the bathing beauties of the turn of the century to the first known pictures of Stalin, Mussolini and Hitler, and from coverage of the second inauguration of President McKinley to the famous reading of the comics by the late Mayor LaGuardia of New York. One scene shows a detachment of Japanese naval officers parading on the White House lawn before World War II.

Map Ad Plans at MGM Chicago Meet

CHICAGO, May 21.—M-G-M's advertising, publicity and exploitation plans were outlined here on Saturday at the "Say It with Pictures" meeting at the Ambassador East Hotel by Silas F. Seadler, advertising manager; John Joseph, publicity manager, and Dan S. Terrell, exploitation manager. Attending from the studio and speaking briefly were Howard Strickling, studio publicity chief, and his assistant, Ralph Wheelwright.

Eisenstein, J. Broder Re-elected at Realart

All officers of Realart have been re-elected by the board. They include: Norman Eisenstein, board chairman and treasurer; Jack Broder, president; Budd Rogers, distribution vice-president; Alex Alexander, secretary.

Tradewise . . .

By SHERWIN KANE

A DETAILED study of the status of the drive-in theatre as of now, in the current *Motion Picture Herald*, reports that there are more than 1,700 such enterprises in operation "and the end is nowhere in sight."

Says the *Herald*: "Announcement of plans for new construction (of drive-ins) in communities large and small continue to arrive."

The eye is witness to the latter fact. Drive 50 miles into the country from New York and you will observe drive-in after drive-in being given finishing touches, nearly ready to meet the onrushing out-of-doors season. The same is true elsewhere around the country, too.

•

What is more, there is good patronage for the drive-ins, old and new alike. Many operators in the Eastern metropolitan area tell us their drive-ins are enticing people away from home television sets. People who have owned sets six months or more and who are wearying of the sameness, the triteness, even the offensiveness of television programming are turning more and more to motion picture entertainment at drive-in theatres, it is claimed.

They are people who have wearied of sitting in darkened rooms at home, peering hour after hour at a cubicle of light. They are people who now want to get out-of-doors, take the family with them, enjoy a short drive and who need not dress for the occasion. There are enough of them, drive-in operators say, to darken 1,000,000 home television sets by July 1.

•

This important and growing audience with its market of nearly 2,000 outdoor screens, no longer can be treated casually by distributors. Two of the largest companies, it is ascertained, already are treating drive-ins on the same basis as comparable standard theatre accounts.

The two companies are according drive-ins regular availabilities and offering them terms commensurate with their grossing possibilities.

A third national distribution company is moving in the same direction, fully aware that in today's increasingly competitive battle for playdates, the choice must be made sooner or later. It is just possible that a full-scale move in the same direction will be precipitated. If three major companies are granting availabilities to drive-ins, others cannot refrain from doing so in today's market much longer. To do so would be to give their competitors a free hand in a field of nearly 2,000 customers.

•

A distribution executive who visited a drive-in in the South recently makes the interesting observation that viewing a comedy at a drive-in produces the same flat reaction which frequently occurs when a comedy is seen in a projection room. With members of the drive-in audience closeted in closed or semi-closed automobiles, the sound of laughter is deadened with a consequent loss of shared mass appreciation.

There is something in that observation for drive-in operators to consider while planning their programs.

• •

Alex Ardrey, executive vice-president of the Bankers Trust Co., likes the idea advanced in this space some weeks ago, of a welding of independent production financing efforts by National Exhibitors Film Co. and Motion Picture Equity Corp.

The latter is the tentative name for the proposed $10,000,000 investment company, the idea for which Ardrey outlined to the Society of Independent Motion Picture Producers in Hollywood early this month. The former is the financing company which leading exhibitors around the country brought into being last year.

"I don't see why the people involved in both can't put their heads together and work out a mutually acceptable plan of attaining their objective," Ardrey said last week.

•

Citing a number of obstacles in the way of both projects, Ardrey surmised that the problems confronting the two might be more easily solved by joint, rather than individual effort.

"But first of all," he said, "let's find out if there is a profit to be made in independent production. If not, both ideas are dead ducks. But if there is, let's get it going."

Newsreel Parade

PRESIDENT TRUMAN on tour and the coronation of King of Siam mark current new highlights. Other items include dedication of the D. W. Griffith M orial, sports, and human interest ics. Complete contents follow:

MOVIETONE NEWS, No. 41—Resc woman from Niagara Rap[illegible] Pres Truman "sparks" the Savir[illegible]ond for 1950. Royal wedding for [illegible]g of Phumiphon Adulet. Memorial Day, 19

NEWS OF THE DAY, No. 275—We and coronation of Siam's King. Pres Truman's speech; answer by Senator Royal visit opens Britain's big fair. D Griffith Memorial dedicated in Crest Ky.

PARAMOUNT NEWS, No. 78—The Congressional campaign off to early Wedding and coronation of Siam's Phumiphon Adulet. Memorial Day, 1 Films illustrate the unity of the A Forces.

TELENEWS DIGEST, No. 20-B—R on Formosa. Washington: GOP ans President Truman. War criminals f Berlin: armed Germans found. Franco granted Papal audience. (figure skater. Zebra at Bronx Zoo.

UNIVERSAL NEWS, No. 353—Co tion and wedding of ruler of Siam. receives medal for loyalty. D. W. fith Memorial dedicated. Papal audienc Gen. Franco. President Truman's Liberation celebrated in Denmark.

WARNER PATHE NEWS, No. President Truman's speech; answer Sen. Taft. Navy pilot honored. Siam cr King. Czech delegate Houdek seeks re here. Joe Walcott in Germany. Hono W. Griffith's memory. Crew racing. (American cities: Pittsburgh.

Court Backs Kor On Selznick Moti

U. S. District Court here has held the report of special master R ert P. Patterson that David O. S nick is not entitled to an injunc restraining Sir Alexander Ko from licensing his "Gone to Earth Europe and elsewhere outside Western Hemisphere.

Patterson, former U. S. Secre of War, was appointed by the co to arbitrate the dispute between S nick and Korda over interpretatio the joint distribution contract wh gave Korda rights to certain Selzn pictures and properties in return Selznick distribution rights here several Korda pictures. The en issue will not be ruled upon by P terson until after other incide points have been settled.

Name Alger Trust In RKO 'Met.' Split

U. S. Statutory Court on Friday a formal order, appointed George Alger trustee of the RKO one-h stock ownership of Trenton-N Brunswick Theatres, New Jersey, dispose of the shares within months.

Buys 'Lum-Abner' Fil

Post Pictures Corp. of New Y has purchased worldwide rights to "Lum and Abner" features for 35 video, and 16mm. distribution fr Jack Votion.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturd Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpu New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secret James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Wea Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washing J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lond Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Internati Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates year, $6 in the Americas and $12 foreign; single copies, 10c.

YOU CAN'T MARRY THAT MAN!"

shouted the stranger at her wedding.

DID SHE MARRY A MAN SHE'D NEVER SEEN BEFORE?... LIVE AT A HOTEL WITH HIM?...MURDER HIM? COULD SHE KISS-AND KILL-AND NOT REMEMBER?

K H. SKIRBALL and BRUCE MANNING
present

LAUDETTE COLBERT **ROBERT RYAN**

in

The SECRET FURY

with **JANE COWL • PAUL KELLY** • **PHILIP OBER**

Produced by JACK H. SKIRBALL
Directed by MEL FERRER
Screen Play by LIONEL HOUSER

When you see this picture, please don't tell the secret of "The Secret Fury"

BIG BROADWAY FIRST RUN AT THE PARAMOUNT THEATRE...
NATIONALLY ADVERTISED TO 36,146,476 CIRCULATION...
A TOP-BRACKET SHOW AGAINST ANY COMPETITION!

Distributed by
RKO
RADIO
PICTURES

NEWS in Brief . . .

UNIVERSAL-International will conduct a new series of field meetings to analyze business conditions in each individual situation in the company's branches, starting in St. Louis tomorrow. A. J. O'Keefe, U-I assistant general sales manager, and F. J. A. McCarthy, Southern and Canadian sales manager, will preside.

•

Hollywood, May 21.—Egyptian and Loew's State theatres, major first runs currently showing M-G-M product, were closed abruptly Thursday on orders from New York where United Artists Theatres and M-G-M executives were reportedly seeking to solve booking problems which have been under discussion for several months.

•

WASHINGTON, May 21.—The product-and-damage anti-trust suit brought against six major distributors by the Windsor Theatre Co. of Baltimore was ended Friday when the last three distributor defendants reached out-of-court settlement with Windsor. The three were Universal, United Artists, and Loew's.

•

Hollywood, May 21.—Screen Directors Guild made its quarterly award on Friday to Carol Reed for his direction of "The Third Man."

•

HOLLYWOOD, May 21.—Glenn Ford has formed a partnership with director George Marshall and other associates to produce a series of 12 Western films for television. Among Ford's associates in the project is William Holden, who is expected to co-star with Ford in the series.

1,000 Are Expected at Georgia Convention

ATLANTA, May 21.—One thousand theatre owners, managers and members of their staffs will attend the third annual Georgia Theatre Owners and Operators convention at the Biltmore Hotel here tomorrow and Tuesday when a number of screen celebrities will be honor guests.

See Wald Replacing

(Continued from page 1)

had been occupying the post without a contract and under Hughes' personal direction, did not return to the studio on Friday and was reported by a personal representative to be away from the city.

The studio declined to confirm or deny Rogell's resignation pending official word from Hughes, who could not be reached.

Likeliest immediate candidate for the executive producership appeared to be Jerry Wald, known to have been negotiating with Hughes during the past 10 days, after receiving permission from Warner Brothers to seek the position subject to undisclosed stipulations. Wald's contract with Warner, where he has been employed for the past 19 years, has 23 months to go, but management reportedly agreed to cancel the pact if terms agreeable to Warners could be obtained.

It is generally believed these embraced several package deals entailing exchange of Warner and RKO properties and talent.

Eagle-Lion, Film Classics

(Continued from page 1)

dent producers who will release through the new company.

Eagle-Lion Classics will not engage in production itself but will operate solely as a distribution company. The deal does not involve E-L's Coast studio or other Pathe properties.

The merger is designed to effect operating economies for both companies. In line with this objective, some of the 29 Eagle-Lion exchanges and some of the 28 Film Classics exchanges will be discontinued. Best elements of the two organizations will be salvaged, both in personnel and offices. Disposition of home office personnel had not been determined as of Friday, but headquarters of the new company will be established in the Eagle-Lion offices. Film Classics offices in the Paramount Building will be abandoned.

Pathe Industries, the Eagle-Lion parent company, will receive a 50 per cent interest in the new company; Film Classics will have 25 per cent and unidentified financial interests will have 25 per cent. Pathe will have the right to acquire a portion of the latter interest from the financial principals.

The existing releasing agreement between Eagle-Lion and the J. Arthur Rank Organization for distribution of British pictures here, and distribution of E-L product in Britain, remains intact.

Sponsors say the new company will emerge as "the largest distributor of independent films in the industry." Eagle-Lion has five pictures in production, four coming from the N. Peter Rathvon organization, 12 Rank pictures and about 20 scheduled from other sources but not in production now. Film Classics has about 20 pictures on its program, some of which probably will not be produced under the new aegis.

As of Friday, neither Leon Brandt, advertising-publicity director of E-L, or Syd Gross, Film Classics advertising-publicity director, had been advised of plans for their departments.

As recently as last week, Bernhard had instructed his press department to telephone trade papers and inform them that the deal was "cold."

Anglo-US Talks

(Continued from page 1)

to handle since they were not in a position to make any broad commitment and, moreover, are averse to doing so in view of Hollywood's own employment problems.

The negotiations, however, will be resumed at a meeting at the BOT tomorrow. Despite previous optimistic predictions of an early agreement, such as that made last week by Ellis Arnall, president of the Society of Independent Motion Picture Producers, it is obvious now that the talks will be protracted. As of now, nothing definite is expected to develop before next weekend.

There is some possibility that the American delegates may return to New York for conferences with their principals, returning to London later.

Using Showmanship

(Continued from page 1)

Fox, will return today aboard the *S.S. Queen Mary.*

"Results of meetings with foreign industry heads have proved tremendously successful, according to reports received here, with exhibitors taking concerted action to encourage greater attendance at theatres," the company stated here at the weekend. Their plans follow closely the "Movies Are Better Than Ever" drive launched by 20th-Fox in Chicago last March.

During his trip Einfeld held showmanship meetings in London, Rome, Paris and Brussels, talking not only to foreign industryites but to the Continental managers of American film companies. His itinerary also included visits to Israel, Greece, Switzerland and Holland.

Union Aids Palsy Fund

A check for $100, representing contributions of members of the Treasurers and Ticket Sellers Local No. 751, IATSE, was sent to Leonard Goldenson, president of the United Cerebral Palsy Associations, Friday for the current UCPA campaign to provide treatment and training facilities for America's 500,000 palsy sufferers.

Allied Agenda

(Continued from page 1)

a lengthy agenda for the spring board meeting of Allied States Association opening here tomorrow.

The meeting at the Gayoso Hotel will last through Wednesday. It was preceded by a Caravan meeting today.

An agenda release by Abram Myers, Allied general counsel, said the arbitration discussion, carried over from the February meeting, will go into whether Allied should favor some voluntary arbitration system, and if so, whether it should be "an elaborate system such as provided by the consent decree," or like the optional arbitration clause in licensing agreements of past years.

The meeting will also consider the possible need of safeguards so the arbitration system will not give "immunity for violations of the anti-trust laws or court decrees."

The board will hear reports on the tax repeal campaign, the recent Chicago COMPO meeting and on box-office conditions in various territories.

Outdoor theatres will receive special attention with a discussion of further action to get drive-in members, whether Allied should have a vice-president in charge of drive-ins, and whether film companies have different rental policies for outdoor theatres.

12 from Paramount

(Continued from page 1)

U.S.A.," starring Alan Ladd; "No Man of Her Own," Barbara Stanwyck and John Lund; "The Eagle and the Hawk," in Technicolor, and starring John Payne and Rhonda Fleming. Re-releases for June include "Beau Geste," "Lives of a Bengal Lancer," "So Proudly We Hail" and "Wake Island."

Four others set are: Hal Wallis' "My Friend Irma Goes West," starring John Lund, Diana Lynn, Corinne Calvet and Marie Wilson; "The Lawless," starring Macdonald Carey and Gail Russell; "Sunset Boulevard," William Holden and Gloria Swanson, and "The Furies," starring Barbara Stanwyck, Wendell Corey and Walter Huston.

Reagan Hi
TVA Leade

Charges that Television Aut
is being run by "proclamation"
leadership and that TVA h
Screen Actors Guild the alternat
"TVA or else," were made h
the weekend by Ronald Reagan,
dent of SAG, TVA's ri for
diction over television f [illegible] len
Reagan's charges were made
a press interview. The SAG
dent said the Guild offered to e
in a "partnership" arrangement
TVA whereby the former would
control over film video talent a
latter over "live" television, wit
contracts to be signed with ma
ments and with organization a
ministration expenses to be shar
50 by the "partners." The offe
refused by TVA's leadership, R
said. TVA's attitude has been '
or else" in face of a potential
membership of 25,000 as again
Guild's 8,000, Reagan indicated.

Meet on Wages

(Continued from page 1)

board's exploration of the in
with a view to establishing mi
wages in distribution, productio
exhibition in the state.

The film industry is represen
the board by Samuel Rosen,
president of Fabian Theatres
Michael J. Mungovern, IATSE
jectionists union executive. App
by State Industrial Commis
Edward Corsi and headed by f
Supreme Court Justice Franc
Giaccone, the nine-member boa
cludes representatives of other a
ment industry branches and uni

The State Labor Departmen
search division has made an ext
survey of the amusement industr
already has turned its findings
to the board. Statistics embod
those findings were last week th
of conferences between board
and attorneys for New York Ci
hibition interests.

Following its hearings and
of amusement industry problen
board will report to Corsi, wh
may issue a minimum wage
covering workers who need suc
tection.

Competitors Bid

(Continued from page 1)

ing last Friday. The films are
ing both theatres on percentag

To add fuel to the fire, the J
Park, displeased with Paran
granting the same bill to two
in such close proximity, has w
"price war" by drastically cutti
missions for this bill to 15 cer
matinees and 25 cents evenin
adults, and nine cents for ch
The Stony continues to char
cents top.

Paramount, it is understood,
turbed at the Jackson Park's
tisement in the daily papers, re
"Reduced admissions for this pr
of Paramount Distributing Cor
tures direct from the Loop."

Thomas McConnell, Jackson
attorney, stated that while Para
is certainly within its rights t
identical bills to two theatres
same district, "I think it's foolis
ness. It is, moreover, withi
rights to stimulate competition—
fore the reduced prices."

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 99 NEW YORK, U.S.A., TUESDAY, MAY 23, 1950 TEN CENTS

KO Profit in 949 Tripled revious Year

et Is $1,710,000 After Very Heavy Write-Off

adio-Keith-Orpheum's consolidated profit for 1949 was considerably e than triple the 1948 profit, hit- $1,710,944, after taxes and all er charges (including net profit of 89,690 on sale of capital assets, losses on investments in indepen- t productions of $1,660,400), valent to approximately 44 cents share on the 3,914,914 shares of mon stock outstanding.

his compares with consolidated net fit for 1948 of $504,044, after taxes all other charges (including losses investments in productions, stories continuities of $3,357,371), equiva- to approximately 13 cents per

(Continued on page 2)

1,000,000 oan to ELC

loan of approximately $1,000,000 set in motion the new Eagle- n Classics company which will mence operations June 12, the ctive date of the consolidation of gle-Lion and Film Classics.

he financing will be used to retire standing obligations of both com- ies. It was indicated yesterday the financial interests which will e a 25 per cent share of the new

(Continued on page 2)

ughes Takes Rogell ost at RKO Radio

OLLYWOOD, May 22. — Howard ghes will take over Sid Rogell's t as executive producer at RKO dio, the studio announced today as gell's resignation was confirmed. ghes is still interested in signing ry Wald for the top producing t, but Warners said today that ld will serve out the remainder of ir 23-month contract with him.

National Theatres to Spend $150,000 for 'Showmanship'

LOS ANGELES, May 22.—National Theatres will spend $150,000 starting June 5 to launch a showmanship campaign through its 550 theatres, president Charles Skouras told the trade press today at a luncheon highlighted by unveiling a 70-page book prepared for the campaign. Three months in preparation, the book is perhaps the most complete compendium of exhibitor exploitation devices and techniques ever compiled by any theatre circuit and is made available, at cost, to the entire exhibition field.

Copies may be obtained, at one dollar each, from the Metropolitan Mat Service, 303 East Fourth Street, Los Angeles. Copies were dispatched

(Continued on page 3)

Most N.Y. 1st Runs In Sharp Pick-up; 8 New Shows Open

New York's first-run income in the main is up considerably this week in spite of rain and dismal weather late last Wednesday through Friday which marred initial business for the eight new attractions in town. Some spots still are limping at the box-office but the overall picture is brighter this week than it has been since Easter week.

"Annie Get Your Gun" is very

(Continued on page 2)

Capital Product Split Is Cause for Suits

WASHINGTON, May 22.—Lawyers for the Walbrook Amusement Co. said they would probably bring suit late this summer against five distributors for agreeing to split product between the Walbrook Theatre and the Windsor of Baltimore.

Walbrook will argue, according to attorney Robert Sher, that the agreement to split product violates the theatre-by-theatre, picture-by-picture clause of the New York Statutory Court decree, and that all the films, including the half to go to the Wal-

(Continued on page 3)

Enthusiasm Grows For Showmanship In Europe: Einfeld

Great enthusiasm for showmanship is being expressed in England and the Continent, Charles Einfeld, 20th Century-Fox advertising and publicity vice-president, declared here yesterday on his arrival on the *SS Queen Mary*. Einfeld spent eight weeks abroad meeting industry leaders, and discussing showmanship plans.

Einfeld said that there was a general

(Continued on page 3)

Sales Promotion Clinic Plan Will Aid Independents

MILWAUKEE, May 22.—At a meeting of the board of directors of Allied Independent Theatre Owners of Wisconsin, president Ben Marcus submitted a plan for an additional promotional service to exhibitors, which was approved by the board. The plan, which will be instituted by the association, will be a sales promotion clinic for the purpose of assisting members with campaigns on pictures that, up to

(Continued on page 3)

Restraining Order Vs. Crescent Issued

NASHVILLE, May 22.—U. S. District Attorney Ward Hudgins has obtained a restraining order through Judge Elmer D. Davies in Federal court here against the opening of Hi-Way 50 Drive-in Theatre near Lewisburg, the order being directed against Crescent Amusement Co., Nashville, and Lewisburg Theatre Co., Lewisburg, both of which, according to the government petition, have the same ownership.

In Nashville, George H. Armistead, Jr., chief counsel for Crescent, stated that immediate dissolution of the restraining order will be sought.

UK Would Cut Remittances $7,000,000

Frozen Funds for Bonds Or UK Production Only

Reduction of the present $17,000,000 annual remittances from Britain to $10,000,000 and the investment of frozen sterling balances either in British production or in British government bonds has been proposed to the American negotiating committee in London by the Board of Trade, according to word received here last night from London.

The proposals are understood to have been injected by Chancellor of the Exchequer Sir Stafford Cripps.

They call for abrogation of the 27 permitted uses established for the

(Continued on page 3)

Allied Wants Compo Study

MEMPHIS, May 22.—Directors of Allied States today voted unanimously to petition the Council of Motion Picture Organizations to institute a research project to determine the causes and remedy for declining theatre attendance.

The board, meeting at the Hotel Gayoso here today and tomorrow, received a report from its tax committee headed by Abram F. Myers, gen-

(Continued on page 3)

50 Houses to Have TV by '51: Halpern

ATLANTA, May 22.—Theatre television plus motion pictures can give the industry "the greatest paying audience in its history, Nathan L. Halpern, TV consultant to Fabian Theatres and the Theatre Owners of America, declared today in an address before the Motion Picture Theatre Owners and Operators of Georgia,

(Continued on page 3)

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

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NO MAN OF HER OWN
starring BARBARA STANWYCK . JOHN LUND

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Personal Mention

CAREY WILSON, M-G-M producer, left here last night by plane for Hollywood.

•

DAVID O. SELZNICK and his wife, JENNIFER JONES, arrived in Paris yesterday from New York for a vacation and plan to visit Rome and North Africa.

•

JACK GOODLATTE, Associated British Cinemas managing director, and MRS. GOODLATTE are visiting Hollywood from London.

•

NAT FOWLER, ABC-TV film director, is recovering from a recent operation at the Lenox Hill Hospital.

•

HARRY PIMSTEIN, RKO Radio attorney, has returned here after several weeks on the Coast.

NY 1st Run Income

(*Continued from page* 1)

strong at the State where an estimated first week's gross of $54,000 is in view. "Father of the Bride" with a stage presentation at the Music Hall is doing big business at its start with $145,000 apparent for the initial week.

The Paramount has a handsome combination in "In a Lonely Place" with Frankie Laine and others on stage with strong first week's income figured at $80,000. At the Strand, "Caged" with Xavier Cugat's orchestra on stage is going over at a very healthy clip with $48,000 indicated for the first week.

"The Jackie Robinson Story" promises about $23,000 in its first week at the Astor, constituting good business for the house. "The Capture" is fair at the Rivoli where a first week's take of $11,000 is likely. "Johnny Holiday" at the Mayfair might reach $9,000 in a mild first week.

At the Roxy, "Ticket to Tomahawk" with Ken Murray's revue featuring Ruby Keeler on stage figures to wind up its initial week with a take of about $53,000, which is modest income. "Champagne for Caesar" with George Olsen's orchestra on stage might reach $20,000 in a slow second and final week at the Capitol; will be followed by "The Big Hangover" on Thursday.

Still holding up in good fashion, "City Lights" should do over $11,000 in its seventh week at the Globe. Yet to show signs of any serious box-office let-up, "Third Man" probably will reach $14,000 in its 16th week at the Victoria. "D.O.A." is figured to do about $8,000 in a fair fourth week at the Criterion.

"Adam and Evalyn" is likely to take in about $5,000 in an adequate second week at the Park Avenue. Still going strong, "Red Shoes" promises about $6,000 in its 83rd week at the Bijou. "Winslow Boy" is due at the Sutton on June 6. Present tenant at the house, "Fallen Idol," should reach about $4,800 in its 27th week, which is fair enough.

British Production Costs Down From '46 High: Sutro

Production costs in England have gone down in the past six months, thereby serving as encouragement for independent producers, John Sutro, head of Ortus Films, London, said here yesterday at an interview arranged by Eagle-Lion, his U. S. distributor. Sutro pointed out that costs still are a good deal higher than in 1939 but are lower than in 1946. A reduction in the 40 per cent amusement tax would have a great energizing effect on the industry in England, he said.

Sutro declared that the main purpose of his visit here is to line up American talent for two pictures he intends to make. The first is titled "Thou Shalt Not Kill," for which shooting is scheduled to start in July in Paris and London. The second, "The Devil's General," is to be made entirely in Germany. Sutro's 1951 schedule will start with a Technicolor film, "Gordon of Khartoum," to be made in the Sudan with a budget of $750,000.

Sutro said that he has been approached by a financial group here on a joint production deal, but provisions are yet to be worked out.

In general, Sutro asserted, British producers try to use Hollywood's Production Code as a guide. Sutro's "Glass Mountain" and "My Favorite Husband" will shortly be released here by Eagle-Lion.

Green and Ehrman Quit Board of RKO

L. Lawrence Green and Frederick L. Ehrman have resigned as members of the RKO board of directors, it was disclosed here yesterday. Green and Ehrman were on the board since the corporation completed its reorganization in 1940 and were identified as associates of Floyd Odlum, RKO board chairman, until control was acquired by Howard Hughes in 1948.

RKO Profit Tripled

(*Continued from page* 1)

share on the 3,899,914 shares outstanding.

Consolidated net profit for the first quarter of 1950 was $105,957, after taxes and all other charges, equivalent to approximately three cents per share, compared with consolidated net profit for the first quarter of 1949 of $1,037,480, equivalent to approximately 27 cents per share.

Bill 5 for Music Hall

Radio City Music Hall here has booked five new pictures for the summer and fall. M-G-M's "The Next Voice You Hear" will open immediately following the current "Father of the Bride." Following it will be United Artists' "The Men." Paramount's "Sunset Boulevard," Warner's "The Glass Menagerie" and M-G-M's "The Miniver Story," to wind up the group.

Strike by Operators Closes 30 Houses

Milwaukee, May 22.—Some 30 independent theatres have closed here as a result of a strike by projectionists who are seeking pay for the 30 minutes they say they spend daily in preparing their machines for use. Meetings to resolve the issue between the Motion Picture Projectionists Union and the Independent Theatre Owners Association will be continued, according to David Beznor, attorney for the owners.

Says Independents Need Higher Rentals

NEW ORLEANS, May 22.—Increased rentals are necessary in order to keep independent producers in business, I. E. Chadwick, Independent Motion Picture Producers Association president, told representatives of the local film industry at a recent luncheon at the Hotel Ponchartrain here.

He stated that production costs of independents are up 300 per cent but their film rentals show no increase. Television is a menace to those exhibitors who show too many reissues, said Chadwick, who warned that independent production is declining due to the extensive use of old reissues.

Battison NTFC Speaker

John Battison, editor of *Tele-Tech* and author of a forthcoming book on films, will address a luncheon-meeting of the National Television Film Council at the Warwick Hotel here tomorrow. The subject will be "After the Freeze, What?" The subject will be directed at the future of television in an expanded market.

ELC Loan

(*Continued from page* 1)

company are "individuals" and not banks or corporations. Pathe Industries, the E-L parent company, will receive a 50 per cent interest and FC will have 25 per cent. Joseph Bernhard, board chairman of the new company, is sole owner of FC.

William C. MacMillen, Jr., E-L operations vice-president, who will be president of the new company, and Bernhard conferred yesterday and will continue to confer all this week with respect to disposition of personnel of the E-L and FC home offices and both companies' exchanges preparatory to setting up the new operation on June 12. The merger was designed to effect operating economies.

Stahl to Leave FC June 1; Seen Heading Own Enterprise

MINNEAPOLIS, May 22.—Dick Stahl, manager of the Minneapolis Film Classics exchange since Oct., 1947, has tendered his resignation, effective June 1, it was learned here yesterday. His successor has not been announced by the FC home office.

It has been known for some time that Stahl has been contemplating entering business for himself.

NEWS in Brief . . .

GRADWELL SEARS, preside of United Artists, and Arth W. Kelly, executive vice-preside left here late yesterday for a Coa meeting with independent produce on management's request for a 30-d suspension of remittances to the pr ducers.

•

Hollywood, May 22.—Cine board today elected Sidney Blak of the Philadelphia brokera house, H. M. Byllesby and Co., succeed A. Pam Blumenthal, r signed, as a board member.

•

SAN FRANCISCO, May 22.—Willia F. Rodgers, M-G-M sales vice-pre dent, is due here from Chicago f the third and final "Say It with Pi tures" meeting which will get und way on Wednesday and contin through Thursday.

•

Hollywood, May 22.—Sam Mar M-G-M producer, has purchas Evelyn Waugh's novel, "A Handf of Dust," for future production, be filmed in part in England.

•

Edgar Goth has been appointed c rector of advertising and publicity f Fabian Theatres to supervise the a vertising, exploitation and public r lations for the circuit's houses in N York, New Jersey, Pennsylvania a Virginia. The post is a new one.

•

Miami, May 22.—Annual conve tion of the Motion Picture Exhil tors of Florida will be held Ju 12-13 at the Delano, Miami Beac it was announced here today Mitchell Wolfson, board chairma

•

United Artists, Stanley Kram Productions and Robert Haggi were named defendants in a $50,0 breach-of-contract action filed in Ne York Supreme Court yesterday Sig Schlager, independent produc who charges that UA and Kram failed to live up to an agreeme giving the plaintiff Italian rights "The Men."

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Bennett
Elizabeth Taylor
"FATHER OF THE BRIDE"
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

HUMPHREY BOGART
"In a Lonely Place"
with GLORIA GRAHAME
A COLUMBIA PICTURE
In Person
FRANKIE LAIN
Miss Patti Page
Pat Henning
Extra
Elliot Lawrence
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Featu
Nightly

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$150,000 for

(Continued from page 1)

› all NT managers and staffs, divi- ion office and district managers, pub- cists and executives at the weekend. Fox West Coast managers will con- ene at headquarters here tomorrow r schooling in execution of the cam- aign, with similar meetings taking lace in other divisional centers.

In National Theatres' book of nship, Skouras reminds his n that, "Ours is a business of nthusiasm—enthusiasm that must art with every theatre manager and enerate out in all directions to the ast public in order to bear fruit. We ust sell ourselves on our jobs, on ur product and on the worthwhile ervice that we, as theatremen, ren- er our communities. Above all, we ust sell the public."

He explains that the showman- hip book outlines "the basic and roven showmanship tactics that every uccessful exhibitor, whether he be ircuit head or independent, has per- onally executed during his career. hey've all been tried; they've all een successful and by employing them gain, today's problems will be over- ome.

"National Theatres," Skouras con- nues, "has now taken the lead in e field, arming its men with a cam- aign for united action designed to spire showmen everywhere to get n the band wagon in this vast Show- anship Parade."

alph W. Abbett, 63

Seattle, May 22.—Ralph W. Ab- ett, 63, branch manager here for onogram Northwest Pictures and distribution for 35 years, died over e weekend at his home of a heart ttack.

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Review

"Night and the City"

(20th Century-Fox)

HERE is a melodrama loaded with power, excitement and suspense set and produced in London and, principally, among the habitues of its underworld.

The pivotal character is played by Richard Widmark, unscrupulous "come-on" for a low level night club where Gene Tierney works as a high level dance hostess in love with him and hoping for a reasonably secure future. Widmark, full of delusions of grandeur, rushes from one get-rich scheme to another irrespective of whose toes he steps on. Thus, he steps hard on sensitive toes belonging to hard characters and, in the end, pays for his indiscretions with his life.

In his mad scramble from project to project, he finally centers on the wrestling racket. To launch his wild scheme, he extracts money under false pretenses from Googie Withers, fed-up wife of Francis L. Sullivan who runs The Silver Fox Club. The essential figure in Widmark's dream of empire is Stanislaus Zbysko, noted wrestler who breaks with Herbert Lom, his son, over the latter's departure from the sport in its classic Greco-Roman form. Widmark deceives Zbysko who is maneuvered into an unscheduled match with Mike Mazurki and dies at its conclusion. Lom sends out word to bring in Widmark. The underworld speeds into action, and the suspense-laden man-hunt is on. The outcome is inevitable. But before Widmark abandons himself to his fate he seeks to arrange matters so that Miss Tierney will collect the reward which Lom has placed on his head.

All this is played with a high degree of competence by the principal players. Widmark's work here is among his best, impressive support going his way from Miss Withers, Sullivan and Lom. Miss Tierney has little to do and shows up in only a smattering of scenes.

One of the emphatic attributes of "Night and the City" is its interesting London backgrounds photographed mainly at night. Startling dramatic effects in unusual black-and-white photography are achieved by Max Greene. The many minor characters are sharply etched and do much to pepper the unsavory flavor of the story.

Jules Dassin's direction from a craftsman-like script by Joe Eisinger is taut and reflects an awareness of the material placed in his charge by producer Samuel G. Engel. This attraction deals with a whole array of mostly unnice people living by questionable and illegal devices, but its power is both raw and pronounced.

Running time, 95 minutes. Adult audience classification. For June release.

Red Kann

Einfeld on Europe

(Continued from page 1)

showmanship movement in the entire industry abroad and that showmanship conventions are being launched in all countries.

Einfeld asserted that business in Europe was generally better than this country, pointing out that "the drop off" there was not as much as in the U. S. In Israel the industry is booming, Einfeld observed.

Einfeld stated that exploitation on the Continent is very good, especially the posters. He said he learned a good deal about their exploitation and hopes to introduce their poster technique in this country.

"The Black Rose," Technicolor production starring Tyrone Power, will have day-and-date openings in all European capitals in October, Einfeld revealed. In this country, he said, there will be an advertising campaign of over $400,000 for the picture.

TV for 50 Houses

(Continued from page 1)

meeting at the Atlanta Biltmore Hotel.

Georgia MPTO president J. H. Thompson called the meeting to order. Others who spoke were TOA executive director Gael Sullivan, TOA general counsel Herman M. Levy, actress Gloria Swanson, Mayor William B. Hartsfield, Gov. Herman Talmadge, R. J. O'Donnell and Leon Bamberger.

Halpern drew a parallel between the development of sound years ago and theatre video today and characterized the latter as the "tremendous new development" required to reverse the downward trend in business "into a new climb to new heights." He said it is likely that 50 theatres will be equipped for TV by the end of 1950.

Allied Board

(Continued from page 1)

eral counsel, which is campaigning for total repeal of the Federal 20 per cent admission tax. The board voted to authorize the treasurer to lend the tax committee more money to speed up its program and adopted a resolution congratulating the committee for its work.

President Trueman Rembusch's report on the Chicago COMPO meeting was approved. Discussion and action on the long report submitted by H. A. Cole on "forced percentage" playing was postponed overnight pending further study by the directors. Cole headed a committee which recently conferred with distribution sales managers on selling practices.

Myers declined to make public "piecemeal" the results of a national telegraphic survey of box-office declines, to be presented to the Senate in support of admission tax repeal. He said he expected to have the complete results by Wednesday.

Capital Product Split

(Continued from page 1)

brook, should be put up for competitive bidding.

The Walbrook already has a suit pending against 20th Century-Fox for agreeing to split product between the two theatres, and this case is likely to come to trial here in the near future. Fox made the agreement with the Windsor to settle the Windsor's anti-trust case against it.

Paramount made a similar settlement some months ago, and last week Warner, Universal, United Artists and Loew's all made similar deals, ending the Windsor case against the distributors.

UK Pact

(Continued from page 1)

American companies' unremittable sterling in the original 1948 agreement. If the frozen funds were to be invested in 10-year British government bonds, interest would be paid annually but ultimate redemption of the bonds would be at the exchange rate prevailing at the time.

If invested in joint production in Britain, individual American companies making such investments would be permitted to increase their remittable sterling by 1.4 dollars for every pound so invested.

The American delegation, consisting of Eric Johnston, Motion Picture Association of America president, and Ellis Arnall and James Mulvey of the Society of Independent Motion Picture Producers, is fighting the proposals bitterly. It is being pointed out that the 1948 terms were agreed to by the Americans only because of Britain's serious economic and financial situation then prevailing, whereas in the past two years, with Marshall Plan aid, those conditions have vastly improved. To impose harsher terms under today's more favorable trade and gold balances, the American negotiators are contending, is to single out American motion pictures for unwarranted and discriminatory trade penalties.

Should Cripps win his way, British theatres would be compelled to close at least three days a week, it is being predicted in London.

Negotiating Groups Resume Meets Today

London, May 22.—Technical aides to the Anglo-U. S. film remittance negotiators will meet here tomorrow morning. A full-dress meeting of the negotiators will follow in the afternoon.

The interest of Hollywood labor unions in the negotiations is evidenced by telephonic communication between the American delegation and Richard F. Walsh, IATSE president, who is now in Rome.

Eric Johnston is scheduled to address the English Speaking Union here tonight.

Sales Clinic

(Continued from page 1)

this time, independent exhibitors, due to the lack of facilities and finances, were unable to secure. Wisconsin Allied members, as a group, will proceed on the same basis by organizing a sales promotion clinic which will be similar to the advertising-exploitation departments of circuits. Upon completion of successful campaigns, exhibitors will immediately forward them to the Allied office.

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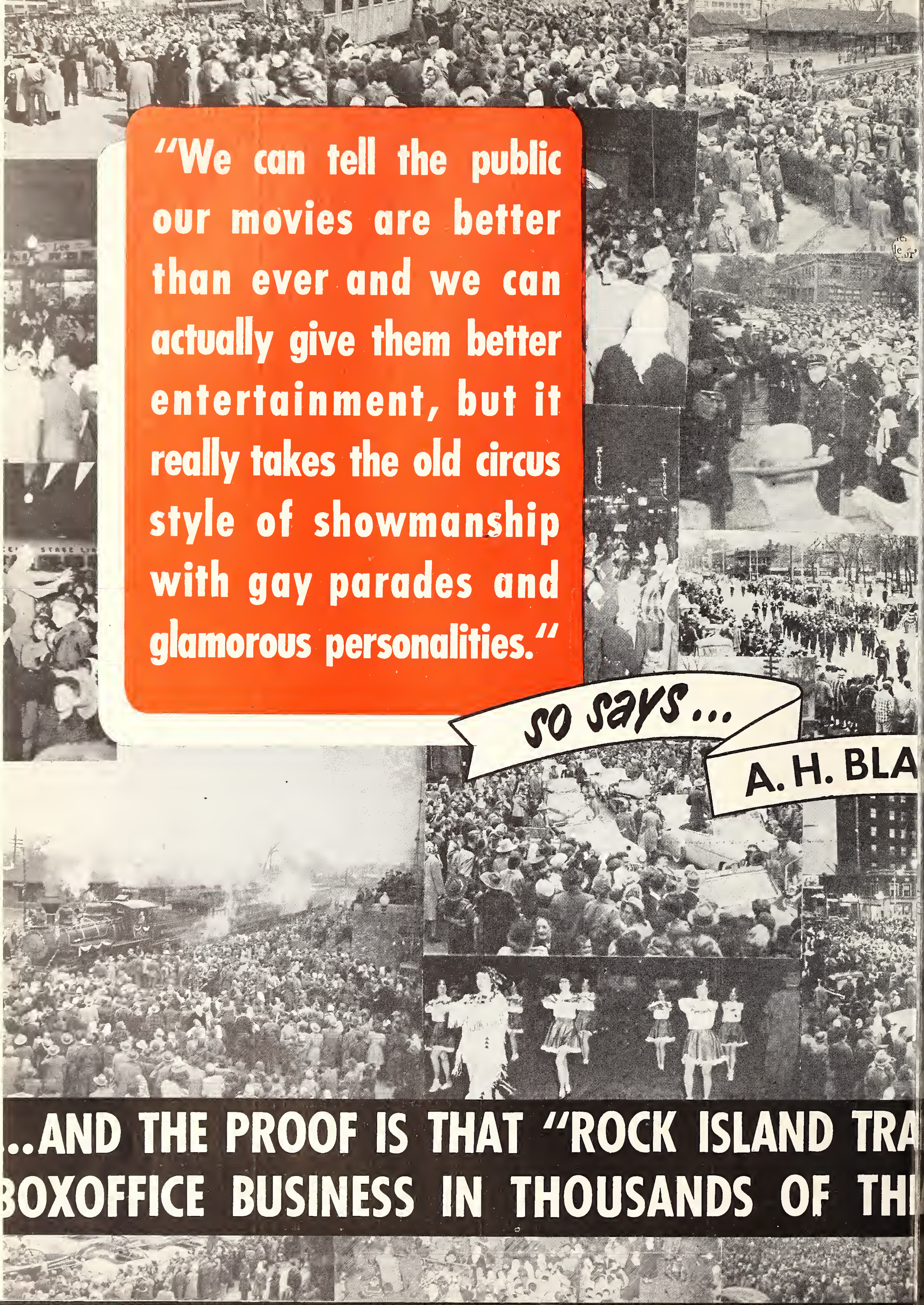

"We can tell the public our movies are better than ever and we can actually give them better entertainment, but it really takes the old circus style of showmanship with gay parades and glamorous personalities."

..AND THE PROOF IS THAT "ROCK ISLAND TRA

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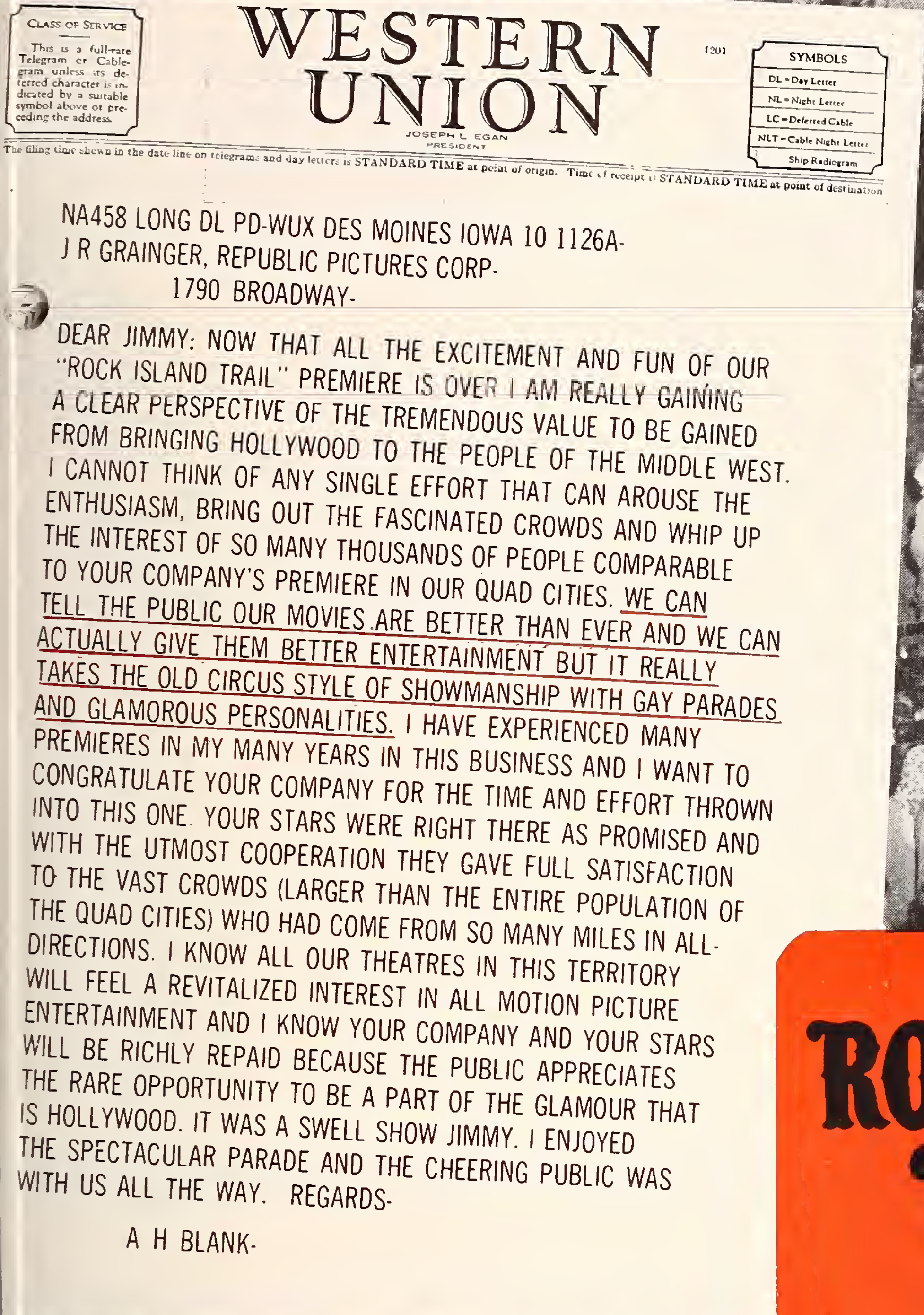

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J R GRAINGER, REPUBLIC PICTURES CORP-
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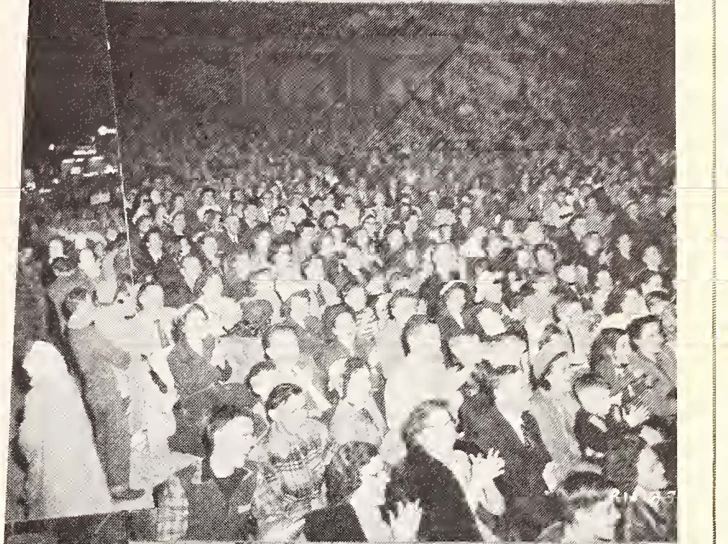
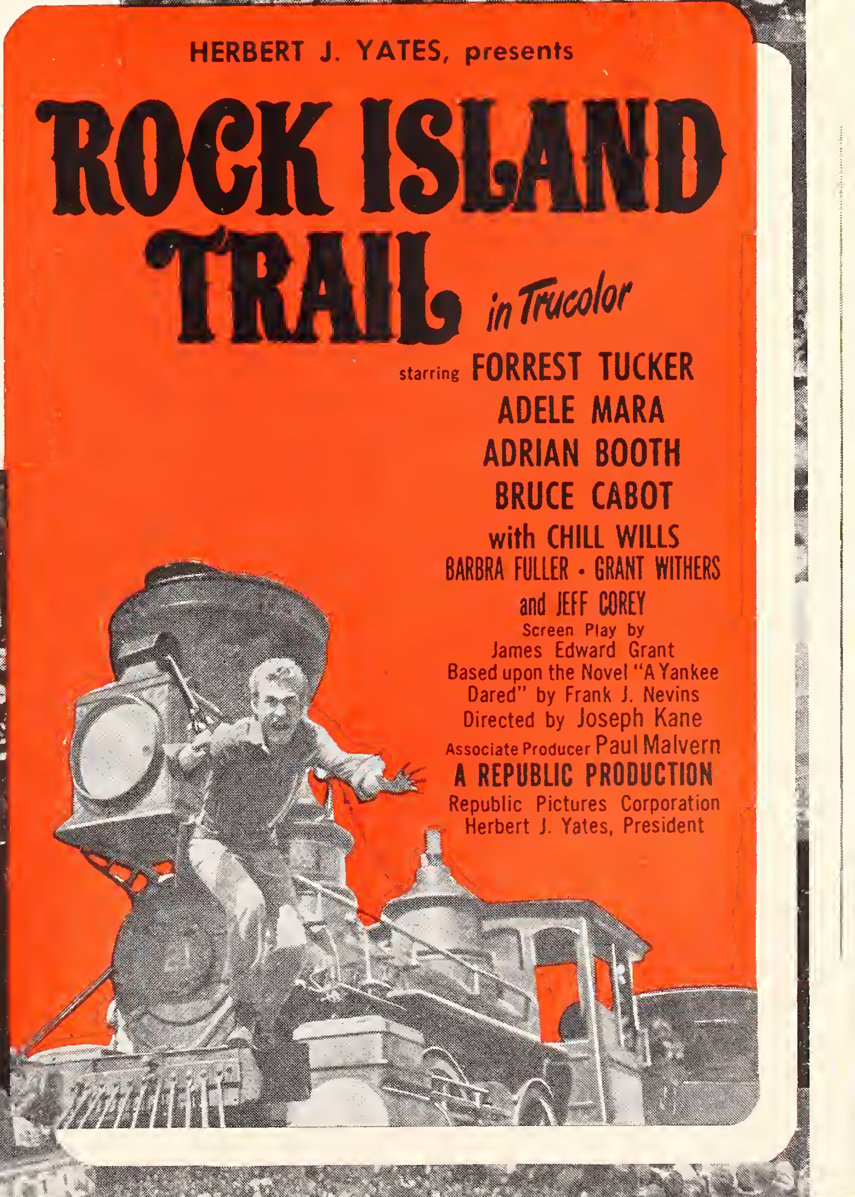
DEAR JIMMY: NOW THAT ALL THE EXCITEMENT AND FUN OF OUR "ROCK ISLAND TRAIL" PREMIERE IS OVER I AM REALLY GAINING A CLEAR PERSPECTIVE OF THE TREMENDOUS VALUE TO BE GAINED FROM BRINGING HOLLYWOOD TO THE PEOPLE OF THE MIDDLE WEST. I CANNOT THINK OF ANY SINGLE EFFORT THAT CAN AROUSE THE ENTHUSIASM, BRING OUT THE FASCINATED CROWDS AND WHIP UP THE INTEREST OF SO MANY THOUSANDS OF PEOPLE COMPARABLE TO YOUR COMPANY'S PREMIERE IN OUR QUAD CITIES. WE CAN TELL THE PUBLIC OUR MOVIES ARE BETTER THAN EVER AND WE CAN ACTUALLY GIVE THEM BETTER ENTERTAINMENT BUT IT REALLY TAKES THE OLD CIRCUS STYLE OF SHOWMANSHIP WITH GAY PARADES AND GLAMOROUS PERSONALITIES. I HAVE EXPERIENCED MANY PREMIERES IN MY MANY YEARS IN THIS BUSINESS AND I WANT TO CONGRATULATE YOUR COMPANY FOR THE TIME AND EFFORT THROWN INTO THIS ONE. YOUR STARS WERE RIGHT THERE AS PROMISED AND WITH THE UTMOST COOPERATION THEY GAVE FULL SATISFACTION TO THE VAST CROWDS (LARGER THAN THE ENTIRE POPULATION OF THE QUAD CITIES) WHO HAD COME FROM SO MANY MILES IN ALL-DIRECTIONS. I KNOW ALL OUR THEATRES IN THIS TERRITORY WILL FEEL A REVITALIZED INTEREST IN ALL MOTION PICTURE ENTERTAINMENT AND I KNOW YOUR COMPANY AND YOUR STARS WILL BE RICHLY REPAID BECAUSE THE PUBLIC APPRECIATES THE RARE OPPORTUNITY TO BE A PART OF THE GLAMOUR THAT IS HOLLYWOOD. IT WAS A SWELL SHOW JIMMY. I ENJOYED THE SPECTACULAR PARADE AND THE CHEERING PUBLIC WAS WITH US ALL THE WAY. REGARDS-

A H BLANK-



DOING TOP
COAST TO COAST.



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ADRIAN BOOTH
BRUCE CABOT
with **CHILL WILLS**
BARBRA FULLER • GRANT WITHERS
and JEFF COREY
Screen Play by
James Edward Grant
Based upon the Novel "A Yankee Dared" by Frank J. Nevins
Directed by Joseph Kane
Associate Producer Paul Malvern
A REPUBLIC PRODUCTION
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THE DOZEN • THREE CAME HOME • THE BIG LIF
Technicolor
A TICKET TO TOMAHAWK • NIGHT AND THE CITY • LOVE THA
Technicolor
BRUTE • THE GUNFIGHTER • WHERE THE SIDEWALK ENDS

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NO. 100 NEW YORK, U. S. A., WEDNESDAY, MAY 24, 1950 TEN CENTS

ep. Will Not ut Program, udget in '51

et Up Studio Councils o Blueprint Filming

Hollywood, May 23.—Republic ll produce the same number of atures—55—in 1950-51 as in 49-50, and will not reduce its erall budget, company president rbert J. Yates declared here.

"Confidence in ourselves and ur ability to meet today's unsettled conditions with courage and showmanship is essential o our future," stated Yates in special meeting held for Republic studio executives, producers, directors and technicians.

Yates highlighted the meeting by ding excerpts from 1,000 letters m exhibitors all over the country, which they expressed the opinion

(*Continued on page 6*)

orne in Attendance rive for O'Reilly

harles L. O'Reilly, president of the C Vending Corp., has arranged h the Hal Horne Organization here act as its merchandising counsel l in that capacity to prepare and cute a nationwide campaign of all-cooperation with exhibitors to nulate attendance at theatres.

ledging the support of ABC's reirces, including its vending opera-

(*Continued on page 3*)

oren in Charge for th-Fox in Italy

idney Horen has been appointed h Century-Fox district supervisor Italy, by Albert Cornfield, Continental manager for the company, it s disclosed here yesterday by Mur- Silverstone, president of 20th-Fox ernational.

Ioren has been district supervisor Spain and Portugal, with Italy v included in his orbit. He joined company in 1919 and has been in ts in South America and Europe.

Britons Again Fear Socialization Plans

London, May 23. — Recent speeches of Harold Wilson, president of the Board of Trade, have revived fears among British showmen that the dormant plan of the Socialist government to appoint some form of control board for industry operations is being contemplated once more.

The recent so-called Plant Report proposed creation of such a government tribunal. Wilson has admitted in Commons that the report is being given consideration and has indicated similar intent in public speeches.

Industry Shorts Will Spearhead UK Drive

Launching of the British film industry's "Better Business" campaign will be spearheaded by the release of 12 special entertainment shorts this summer, it has been revealed by the industry's Action Committee currently setting plans for the industry drive, it was disclosed here yesterday by 20th Century-Fox.

(*Continued on page 6*)

Industry Says UK Remittance Terms Ask New Embargo

Major company distribution executives here said yesterday they regard another embargo on American film shipments to Britain as inevitable in the event British government officials refuse to compromise on the proposals they have made to the American delegation in London negotiating terms for the next two years of the Anglo-U. S. film remittance agreement.

The British terms, made known in New York on Monday, include the reduction of the $17,000,000 annual remittance to $10,000,000; abrogation of the 27 permitted uses for frozen sterling balances, such balances to be in-

(*Continued on page 6*)

Finds Few Blame TV For B. O. Declines

Washington, May 23.—Film critics and exhibitors believe film product is getting better, according to Manning Claggett, assistant information director of the Motion Picture Association of America.

Claggett just returned from a tour of five Northern cities, sounding out critics and news writers and theatre

(*Continued on page 6*)

32,000 European Theatres Ask Safeguards Against TV

The European Association of Movie Theatre Exhibitors, representing more than 32,000 theatres in Belgium, France, Great Britain, Holland, Italy, Luxembourg and Switzerland, have called for an international regulation which would safeguard the interests of exhibitors against the threats of television, it was reported here yesterday by exhibitor association spokesmen.

Meeting in Paris recently, the Association passed a resolution urging producers "not to produce any film unless the television rights are acquired and not disposed of for any television purpose whatsoever."

All producer, distributor and exhibi-

(*Continued on page 6*)

Social Security Bill Delays Excise Action

Washington, May 23. — House Ways and Means Committee Chairman Doughton (D., N. C.) angrily denied Republican charges that committee delay in reporting a tax bill is endangering chances of excise tax reductions this year.

Doughton said that the Senate could not act on any tax bill—even a simple excise measure—until it had finished work on Social Security.

Allied Board Hails Ban on Films for TV

Action on Arbitration Delayed Until Today

Memphis, May 23. — Allied States board of directors this afternoon adopted a resolution congratulating producers and distributors who have voluntarily announced that they will not license their films for non-theatrical exhibitions on such media as television, Phonevision and 16mm. and expressed "amazement and resentment" that any producer or distributor "should add to the difficulties and perplexities of their theatre customers and jeopardize their own established market by licensing their product in competition with these theatres."

Arbitration was brought up at adjournment time tonight and was postponed until tomorrow, when the board, orig-

(*Continued on page 6*)

MPTOOG Re-elects Three Top Officers

Atlanta, May 23.—J. H. Thompson was re-elected president of the Motion Picture Theatre Owners and Operators of Georgia at the closing session of the two-day convention here today. Also re-elected were vice-presidents C. Lamb and Nat Williams, with F. Duncan voted into a new vice-presidency.

John Evans, general manager of

(*Continued on page 6*)

Crescent Wins Ruling In Contempt Action

Nashville, May 23.—A government motion to cite Crescent Amusement for contempt was denied by Federal Judge Leslie Darr at Chattanooga today. Also denied was a motion to restrain Crescent from opening a drive-in at Lewisburg, scheduled to open tomorrow night. Judge Darr's action presaged court ruling on the general contempt charge, still to be disposed of. Darr sat in place of Federal Judge Elmer D. Davies.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

THE EAGLE AND THE HAWK IS "EXCELLENT!"
A Paramount Picture Color by TECHNICOLOR —says Variety

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

DR. HERBERT KALMUS, Technicolor president, and MRS. KALMUS, also ELIZABETH TAYLOR, CESAR ROMERO and RICHARD RODGERS, composer, are among the passengers sailing from here today for Europe on the *S.S. Queen Mary*.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, spoke yesterday before the Manufacturers' Club at Cedar Rapids, Ia., and will be the guest today of the Kiwanis Club at Newton, Ia.

•

LOUIS WEINBERG, Columbia circuit sales executive, became a grandfather again with the birth of a second daughter to MRS. DORIS LOEVNER, WEINBERG's daughter.

•

PAUL PETERSEN, Walter Reade drive-in operations supervisor, and MRS. PETERSEN are the parents of a son, born at St. Vincent's Hospital, Montclair, N. J.

•

JOHN J. GLYNN, Warner International treasurer and vice-president, and MRS. GLYNN are in Paris from here and will tour company offices on the Continent.

•

LEONARD W. BROCKINGTON, Odeon Theatres of Canada vice-president, has left Toronto by plane for London.

•

OLIVER A. UNGER, Distinguished Films sales manager, has returned here from a Coast-to-Coast tour.

3 Bills Threaten Capital Theatres

WASHINGTON, May 23.—Three bills which would add to the financial burdens of Washington theatre owners have been referred to a special subcommittee of the Senate District Committee for a thorough study and report. The bills would boost minimum wages, increase unemployment compensation and require bi-monthly paying on set days. All three are opposed by the Metropolitan Washington Theatre Owners Association.

Real Shootin' Slated For U-I Press Show

Herb Parsons, "world's greatest marksman," will give the gentlemen of the press a demonstration of some "fancy shootin'" in New Haven on June 1 in conjunction with the world press premiere of Universal-International's "Winchester '73," the company reports.

More than 100 newspaper, magazine and radio correspondents will be transported to the premiere in four chartered railroad cars.

Saunders Joins 20th

Jack Saunders has joined the New York talent department of 20th Century-Fox. Saunders has been active in the picture business for several years both in Los Angeles and New York.

Ascap Adjustments Set; Now Ready For Film Meetings

Full-scale negotiations of contracts between film producers and the American Society of Composers, Authors and Publishers are expected to get underway within a few days after repeated delays due to the Society's preoccupation with its own internal affairs.

Fred Ahlert, former Ascap president, and Herman Finkelstein, had preliminary talks at the studios when on the Coast about six weeks ago with the intention of pursuing the matter at home offices here. However, since that time the Society elected Otto A. Harbach to succeed Ahlert and the new executive has needed additional time to familiarize himself with the entirely new Ascap system of collecting for music rights. There is no precedent to guide the society in collecting public performance fees from film producers and the court order directing "reasonable" rates with no overall formula has resulted in a cautious approach by Ascap.

Other members of Ascap management have had a few "feeler" talks with film company representatives here but no specific proposals have been formally considered.

Another obstacle in Ascap's path was the requirement to make several changes in the classifications of its members and other internal adjustments called for by its consent decree with the Department of Justice which was entered in U. S. District Court here. With these matters in large part now out of the way, the Society is ready to give full consideration to the collection of fees for the use of its members' music in films.

U-I Sets Area Bow For 'Cactus Creek'

Universal-International's "Curtain Call at Cactus Creek" will have its world premiere at Atlanta June 15, launching more than 300 dates in the South. A group of Hollywood stars headed by Donald O'Connor and Gale Storm, co-stars of the picture, will make personal appearances at the Paramount, Atlanta, June 15; Loew's Palace, Memphis, June 16; Imperial, Charlotte, June 18; Tennessee, Knoxville, June 21, and the Knickerbocker, Nashville, June 22. They will participate in the territorial promotional campaigns emanating from these cities.

Ben Hill, special U-I field representative, is setting initial details of the campaign.

Basson Honored By '306'

New York IATSE projectionists Local No. 306, gave a testimonial dinner at Cavanagh's Restaurant last night in honor of Joseph D. Basson, an officer of the International. Former Supreme Court Judge Matthew M. Levy was master-of-ceremonies. President of Local 306 is Herman Gelber.

The arrangements committee for the dinner included Henry E. Hirsch, Benjamin Hirsch, Murray Silverman William Paster and Barney Morgan.

Tax Yield Reflects Decline in Chicago

Chicago, May 23.—Drop in Chicago theatre attendance is reflected in a report today by city tax collector William T. Prendergast who said that the three per cent levy on admissions up to May 1 of this year brought revenue of $479,642, compared with $577,919 up to May 15, 1949.

New Camera Lens Is Demonstrated Here

New advancement in photographic equipment is claimed for a camera element identified as the Garutso lens which producer Stanley Kramer has contracted to use on a $100-per-day lease basis in his forthcoming production of "Cyrano de Bergerac," according to United Artists which is to release the film.

The distributor presented a short film here yesterday showing the effects of the new device in comparison with those of standard equipment and the results were discernible to the non-technical eye primarily for the reason that there was advance information about it.

The Garutso lens might prove a delight to the professional cameraman, who might find photographic definition less illusive with its use, but unless the audience is urged to keep a sharp watch for it, the difference is not likely to be noticed, on the basis of the film shown here. However, the claimed advantages are photographic clarity on newly simplified and economical lensman's grounds and with this in mind the expert should find its inspection worthwhile.

G. A.

Press, Radio Cover 'Bright Leaf' Bow

Every newspaper and radio station in North Carolina's tobacco belt is carrying daily features on the world premiere of Warner's "Bright Leaf," scheduled for the Ambassador Theatre at Raleigh, on May 31. The premiere itself will be covered by half-a-dozen network programs, according to the Warner home office, with Gov. W. Kerr Scott heading a parade and pageant preceding the show.

Leading a Hollywood contingent to Raleigh will be Patricia Neal, Donald Crisp, Gary Cooper, Lauren Bacall and Jack Carson, stars of the film.

'Francis' Rights to U-I

Universal-International has completed a deal with David Stern, author of "Francis," whereby it obtains all rights to the mule character, the original novel, its sequel, "Francis Goes to Washington" and any future novels he may write using the talking mule as a character. U-I also obtained all television and commercial tie-up rights to the character. U-I also has announced plans for still another starring the mule, entitled "Francis Goes to the Races."

Newsreel Parade

THE blast in New Jersey and t return of Navy fliers from Chi are current newsreel highlights. Oth items include Armed Forces D sports and international news. Co plete contents follow:

MOVIETONE NEWS, No. 42—Jer munitions blast. Armed Forces Day. U. airmen home from China. J. Edgar Hoo honored. The 150,000 "DP" arrives he Sports: Golf, relays, boxing, racin

NEWS OF THE DAY, No. [illegible] er munitions blast. Boys' Club honors [illegible] Ed Hoover. Fliers home from Chinese Red deal. Sports: women's golf competiti Armed Forces on the march.

PARAMOUNT NEWS, No. 79—Muniti blast in New Jersey. Fliers return to United States from China. London defe agreement. Sport news: Preakness race.

TELENEWS DIGEST, No. 21-A—Jer munitions blast. Berlin: Allies prepar U. S. fliers freed. Japanese statesman h Baked bean party in Boston. Congressio baseball game.

UNIVERSAL NEWS, No. 354—Blast New Jersey. Armed Forces Day in Trie and Washington. J. Edgar Hoover recei award from Boys Club. Sports: Preakn Race. Los Angeles relays.

WARNER PATHE NEWS, No. 81—N Jersey blast. J. Edgar Hoover recei award. Navy fliers home from China. "I girl in Washington. Armed Forces Day New York, Berlin, Washington. PAL b ing. Sports: Preakness Race.

Some Film Offices To Stagger Holiday

Employes of five major film co pany offices and the Motion Pict Association of America will be gi a four-day holiday on either Memo Day weekend or Independence I weekend, half of them working Monday, May 29, and half on M day, July 3. Companies observ this arrangement are M-G-M, R Radio, 20th Century-Fox, Uni Artists and Universal-Internatio Columbia, Eagle-Lion, Film Class Paramount and Warner personnel all work the full day on May 29 Paramount will be closed July Monogram and Republic were un cided on their holiday schedule y terday. All companies will be clo on Memorial Day and Independe Day.

E-L Closes Alba Exchange Operatio

ALBANY, N. Y., May 23.—Ea Lion, which will be merged with F Classics effective June 12, will c down its Albany exchange on Fri with the area to be serviced by new Eagle-Lion Classics company of New York. Full sales and p service will be maintained by the c pany here, however.

WB Promotes Polaty

Geza P. Polaty has been prom by Warner International presi Wolfe Cohen from manager in Pu Rico to manager of the Cuba o under the supervision of Peter C Caribbean division chief. Richard Buchanan will succeed Polaty.

Milwaukee Houses Op

MILWAUKEE, May 23.—The 25 dependent theatres which closed w projectionists struck for extra pay, opened here tonight.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturc Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpu New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secret James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Wea Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washing J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpuhco, Lond Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Internati Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates year, $6 in the Americas and $12 foreign; single copies, 10c.

Blames Parents, Not Film for Delinquents

Chicago, May 23.—Parents, not motion pictures, radio or television, were blamed for juvenile delinquency by Dr. Martin L. Reymert at the 19th annual conference on youth and community service being held at the Palmer House. "We should be less speedy in laying the blame f[illegible]cts of juvenile delinquency at the doorstep of these media," Reymert, director of the laboratory for child research at Mooseheart School, stated. "Laying the blame for a juvenile delinquent at the door of the movies, radio or TV because some juvenile says he was inspired to commit a crime by some program is superficial thinking," Reymert said.

ation'sTheatresAid .S. Bond Drive

Reports coming in to the motion ture division of the Independence nd Drive here from across the intry disclose that showmen in ry territory are getting behind the npaign and coordinating community ivities around their theatres. The ve period is May 15-July 4.

Typical among the campaigns ned in thus far is the one reported Bill Brereton, publicity manager Basil's Lafayette, Buffalo. Keye of the Buffalo campaign is "Inendence Week," established by clamation of Mayor Joseph Mruk ining this week.

'GM's 3rd Field 'eet Opens Today

AN FRANCISCO, May 23.—M-G-M's d and final "Say It with Pictures" eting will get under way tomorrow the St. Francis Hotel here with roximately 50 from the field, stu- and home office attending. William Rodgers, who has conducted simi- meetings in New York and Chi-o, will preside at the two-day ses-. Salesmen, branch, district and s managers and exploiteers from nsas City, Los Angeles, Portland, t Lake City, San Francisco, and ttle will be on hand.

'B Lists Winners f Manager Contests

Vinners of recent contests among rner theatre managers are: For Ben Kalmenson award on "The sty Heart," first prize; William F. ferty, Liberty Theatre, Philadel-; second prize, James McCarthy, and Theatre, Hartford. For the series of promotions during Lent: ninick Lucente, Savoia Theatre, ladelphia. For the best campaign any picture from Jan. 1 to April 1: on O'Neill, manager, Jefferson atre, Punxsutawny, Pa.

eveland MPEA Meet

LEVELAND, May 23.—Cleveland tion Picture Exhibitors Associa- has called a meeting for Thurs- to discuss the industry's economic ation, including possible local clos- of small houses.

Reviews

"Bright Leaf"

(Warner Brothers) *Hollywood, May 23*

GARY COOPER has the best-fitting role he has had in years, though far from the noblest, and he plays it full steam ahead to its bitter but convincing finish. With Lauren Bacall, Jack Carson, Donald Crisp and Patricia Neal backing him up in comparable performances, the long "Top Ten"-ranking star should draw even greater than his usual turnout of customers to this offering. His picture is a rugged account of a man's rebellion against policies he eventually espouses and which destroy him, and the story takes its motivation from violent emotions which are given full play in the presentation. Adult in subject and treatment, and possibly to some extent controversial, the picture should be widely talked about and should thrive accordingly.

The scene is a tobacco town in the South, from 1894 to 1904, and the tobacco industry gets a thorough going-over in the story. The picture opens with the return to town of Cooper, embittered and vengeful toward Crisp, the wealthiest local tobacco dealer, who had broken his father years before because of a childhood incident between Cooper and Crisp's daughter, Miss Neal. Given an opportunity to acquire an interest in a cigarette-making machine rejected by Crisp and other planters, Cooper obtains the necessary money from Miss Bacall, another childhood associate now profitably engaged in operating a polite brothel, and he parlays the machine into complete control of the tobacco industry. Bending one capitalist after another to his will, he finally has Crisp at his mercy, but offers to let him off easy if he will give him his daughter in marriage. Crisp refuses, shoots Cooper, not fatally, and kills himself. Miss Neal, to avenge her father, marries Cooper, and uses the marriage to obtain information about his business operations which she turns over to the government for its use in bringing a monopoly charge against his companies. She leaves him, Miss Bacall refuses him on the rebound, and he rides out of the picture a friendless man.

The setting, the manners and customs of the period, and the considerable action are abundantly documented in Henry Blanke's production, and Michael Curtiz' direction maintains a feeling of reality in dealing with strong and sharply contrasted characters. The screenplay by Ranald MacDougall, from the novel by Foster Fitz-Simons, shows signs of compression despite the picture's length.

Running time, 110 minutes. Adult audience classification. Release date, July 1.

WILLIAM R. WEAVER

"Curtain Call at Cactus Creek"

(Universal-International)

SONG-and-dance flavoring has been added to a story about a repertory company in the frontier days in "Curtain Call at Cactus Creek," making it an entertainment grab-bag of jolly proportions. To be sure, some of the parts are not as good as others, but generally this Technicolor production should prove satisfactory for the entire family.

Donald O'Connor has the lead as an all-around man with the roadshow, and Gale Storm, an ingenue, serves as his feminine interest. Others in the cast include Vincent Price, a "ham" Shakespearean actor who heads the show; Eve Arden, a shapely "hoofer"; and Walter Brennan, rip-roaring outlaw who is secretly in love with Miss Arden.

The screenplay, by Howard Dimsdale, interweaves two main plot threads. One concerns the egocentric Price and his persistent refusal to grant the eager young O'Connor an opportunity on the stage. The other concerns the bank-robbing enterprises of Brennan. Somehow or other, when Brennan blows up a bank O'Connor gets arrested for complicity. Brennan rescues him and decides to train him to head the outlaw gang. O'Connor is not very cheerful in this crossfire but things eventually resolve themselves. The ending sees O'Connor's song-and-dance talents receive their full recognition while Brennan winds up with a part in the roadshow. Robert Arthur produced and Charles Lamont directed.

Running time, 86 minutes. General audience classification. For June release.

MANDEL HERBSTMAN

Horne in Drive

(Continued from page 1)

tions in subways, stadiums, ballparks, newsstands and industrial plants throughout the country, as well as its thousands of outlets in theatres, O'Reilly stated that the proposed campaign of exhibitor cooperation would be on a scale comparable with those executed in the past by Horne and his organization for majors and independents, citing the Horne operations for 20th Century-Fox and Walt Disney Productions as examples.

"It is our hope that the ABC campaign will stimulate other industries to follow suit and when I say 'other industries' I mean not only those that are doing business with or through theatres directly, but the countless industries, for whom motion picture theatres have been vital, exciting and continuing showcases day in and day out selling things to wear, eat and use," O'Reilly declared.

BBC Starts World's 'Biggest' TV Center

LONDON, May 23.—Construction will begin soon on British Broadcasting Corporation's "Radio City" on a 13-acre exhibition site at Shepherd's Bush, which it acquired recently.

Scheduled to cost approximately $12,000,000, it is claimed the project will house the world's biggest and most up-to-date television center. The first buildings are to be ready by 1952.

To Aid Disaster Victims

TORONTO, May 23.—Toronto members of the Motion Picture Industry Council of Canada, headed by J. J. Fitzgibbons, have drawn up a policy for exhibitor participation on a local basis in relief measures for the victims of the three recent disasters in Canada, the flood in Manitoba and the fires that practically wiped out the towns of Rimouski and Cabano in Quebec.

Tighter Trust Law Moves Step Nearer

Washington, May 23. — The Senate Judiciary Committee has approved a bill designed to tighten the anti-trust laws by barring one firm from acquiring the physical assets of another where the result would be to lessen competition substantially.

At present, the law bars only stock acquisitions in such cases, and the Administration has attacked this as a loophole. The House has already passed the proposed measure, and chances are considered better than even that the Senate will pass it. It would mark the first major tightening of the U. S. anti-trust laws in many years.

Danzigers NY Work Cited by O'Dwyer

Harry L. and Edward J. Danziger of Danziger Productions yesterday were cited by New York's Mayor O'Dwyer for the film production activities they have undertaken here. The citation was presented in behalf of the mayor by Chief Magistrate John M. Murtagh to Harry L. Danziger at a Lions' Club luncheon at the Savoy Plaza Hotel.

Murtagh and other city officials, including Manhattan Borough president Robert F. Wagner, Jr., Commerce Department director Frank L. Donaghue and motion picture and television activities director Clifford Evans, emphasized in addresses at the luncheon that the city administration has formulated a definite program for having New York continue as a television center and for inducing "more and more motion picture production here."

City Wants Production

They and master-of-ceremonies George Hamilton Combs pointed out that a large financial contribution can be made to the city with the return of film production.

Combs and Donaghue in turn reported that within the last few years five complete features have been produced in New York, sequences have been made here for 15 others, and a total of 34 films, features and shorts, have been made here in the period by Hollywood units.

Points Up Advantages

Wagner expressed confidence that "the motion picture industry is not on the way out." Douglas Travers, production manager of RKO Pathe, pointed up the problems and advantages the company has encountered in the production here of "This Is America" documentaries, and indicated that the latter far outweigh the former.

In acknowledging the mayor's citation, Danziger expressed his company's thanks to the city administration for the cooperation it has received during location shootings of a number of pictures. Latest of these is "So Young, So Bad," which will be released by United Artists.

Among the guests at the luncheon were UA advertising-publicity director Howard LeSeur, publicity director Al Tamarin, industry publicist Lynn Farnol and Russell Downing, executive president of Radio City Music Hall.

THIS IS PETE PRINCE M-G-M SALESMAN!

If there is one thing exhibitors are seeking today it is confidence in the future and sense of security.

Mr. Prince and several hundred M-G-M salesmen like him are in a position to giv you this confidence and security.

They carry a vital message to the natio from M-G-M's "Say It With Pictures' meetings in New York, Chicago and Sa Francisco.

The Friendly Company outlined more tha 100 pictures — think of it, 100 pictures – at its meetings!

These are not only pictures for the balanc of this season, either completed or in production, but include also the entire production schedule from September 1950 t August 31st, 1951, with shooting dates se with finished or practically finished scripts

There is only one company with the resources, production personnel, star powe and smooth-functioning know-how to do i

M-G-M's Leadership over more than quarter-of-a-century may be readily understood in light of its forward-lookin optimistic program of today.

When the orators of the industry hav had their say, when the chips are dow there remains only one kind of talk th showmen understand. It's the M-G- policy of yesterday, today and tomorro "SAY IT WITH PICTURES!"

(continu

(Support the Independence Savings Bond Drive!)

M-G-M SAYS IT WITH PICTURES!

"ANNIE GET YOUR GUN" *(Technicolor)*
Tops record attendance of "Easter Parade" at Loew's State, New York despite heavy rains!

Father of the Bride

"FATHER OF THE BRIDE"
First 4 days sets new all-time M-G-M high at Music Hall. New M-G-M Sat. and Sun. records!

To be followed by the sensational
"THE NEXT VOICE YOU HEAR..."

Previewed! "THREE LITTLE WORDS" *(Technicolor)* GREAT!
Previewed! "DUCHESS OF IDAHO" *(Technicolor)* GREAT!
Previewed! "SUMMER STOCK" *(Technicolor)* GREAT!
Previewed! "TO PLEASE A LADY" GREAT!
Previewed! "CRISIS" GREAT!
Previewed! "THE ASPHALT JUNGLE" GREAT!
Previewed! "KING SOLOMON'S MINES" *(Technicolor)* GREAT!
Previewed! "RIGHT CROSS" GREAT!
Previewed! "THE MINIVER STORY" GREAT!
Previewed! "THE HAPPY YEARS" *(Technicolor)* GREAT!
Previewed! "THE TOAST OF NEW ORLEANS" *(Technicolor)* GREAT!
Previewed! "KIM" *(Technicolor)* GREAT!

WATCH FOR M-G-M's "GOOD NEWS" BOYS!

These Salesmen Have Something To Sell!

Arthur Adams
John Allen
Jerry Baerwitz
George Bailey
Tom Bailey
Jerry Banta
George Baumeister
Schuyler Beattie
Ben Bebchick
Clarence Boulet
"Cy" Bridges
Ed Brinn
Dorsey Brown
Wayne Brown
Ben Butler
Jim Byrd
Raymond Cairns
Bill Calihan
Connie Carpou
Floyd Chrysler
John Coyne
Mike Cramer
Ray Curran
Matt Donohue
Howard Dunn
Sid Eckman
Arney Eichenlaub
Robert Ellsworth
Stewart Engbretson
Earl England
Stanley Ennis
Fred Fejfar
George Fisher
Jim Fly
Vincent Flynn
Mike Ford
Jack Frost
Carl Gentzel
Eddie Golden
Phil Gravitz
Alvin Gross
Howard Harper
Phil Harrington
Abe Harris
Pitt Holmes
Bill Hopkins
Arthur Horn
Banks Hudson
Dick Huffman
Fred Hull
Irv Jacobs
Frank Jelenko
Bob Johns
Robert Jones
Jack Jorgens
Clarence Keim
Val Klaiber
Harry Landstrom
Howard Levy
William Madden
Lou Marks
John Micheletti
Harry Miller
Ed Mix
John Moore
Larry Moran
John Morgan
Eddie Moriarty
Bob Morrell
Helmer Mosley
Jim Peacock
Clarence Pippin
Pete Prince
George Reilly
Charles Repec
Eddie Richter
Jack Rider
Fred Rippingale
Ralph Ripps
Jim Ronsiek
Eph Rosen
Barney Ross
Sid Schuster
Monroe Semel
Max Shabason
Francis Sharkey
Harry Sheeran
"Woody" Sherrill
Leroy Smith
Vernon E. Smith
Vernon L. Smith
Charles Stoflet
Eddie Susse
Dewey Taute
Roland Taylor
Charles Turner
George Turner
Mel Turner
William Ussery
Paul Wall
Joe Warren
Alex Weissman
"Rich" Wilson
Sammy Wright
Spencer Wyatt
Harris Wynn
Harold Zeltner

Republic

(Continued from page 1)

that the only group who may have lost confidence in Hollywood is Hollywood itself. The letters pointed out that while grosses were down, the fault was not necessarily that of the creators of pictures but was due as much to general economic conditions, as well as to the inroads of television, night baseball "and the rest." Exhibitors expressed complete satisfaction with the quality of pictures that are now being delivered and said that the outlook for the last half of the year was considerably brighter than the first half, Yates reported.

Stresses 'Blueprints'

Based upon the encouraging exhibitor attitude, Yates told those assembled that while "there will be no reduction in budgets, we will press to be sure that more of the money will find its way to the screen."

The Republic president warned that an actual working blue print of production details which every department head can read is necessary to achieve the ultimate results. He instructed his department heads that from this day forward no Republic picture will get the green light unless it is thoroughly and completely planned and organized. "This idea of rushing into production pell-mell just because of a starting date is just not good business," Yates argued.

"From now on every production at Republic will have a council made up of all those responsible for the success of the picture, and each will be given full opportunity to express his ideas," Yates said.

UK Pact Terms

(Continued from poge 1)

vested either in 10-year British government bonds or in joint production in Britain. Companies electing the latter would be entitled to remit 1.4 dollars for every pound invested.

American industry executives were almost unanimous in declaring the British proposals to be "wholly unacceptable and unreasonable." A new embargo on film shipments to Britain, they said, would result in complete closing of many British theatres and partial closing of three or four days per week of all other British theatres with a consequent heavy loss of tax revenue to the government. The closings would demoralize the already crippled British industry, they believe.

If a British compromise is not forthcoming some home office executives see the possibility of the American delegation being called home for a report and, if negotiations are resumed thereafter, of a full American negotiating committee such as that already named by the Motion Picture Association being assigned to the London talks.

The present remittance agreement expires on June 13.

When the British government imposed its confiscatory *ad volorem* tax on American films in 1947, the American industry effected an immediate embargo on shipments of its films to Britain, which lasted until the tax was removed.

Reviews

"David Harding, Counterspy"

(*Columbia*)

EXHIBITORS should be pleased with this entertaining and thoroughly exploitable picture based on the radio serial created by Phillips H. Lord. Using a lively, documentary style, producer Milton Feldman and director Ray Nazarro have created a believable film from a story and screenplay by Clint Johnston and Tom Reed.

The picture opens during World War II with a radio commentator blasting the government for the ease with which a foreign power has been obtaining certain top-secret information. The commentator is brought to the secret headquarters of David Harding where he learns that the story of the information leak was deliberately planted to fool the enemy. At this point there is a flashback with Harding relating the story of a specific case to explain how counter-espionage works. Willard Parker, in the flashback, is a naval officer working for the secret Federal counter-espionage organization headed by Harding (Howard St. John). Parker is sent to a torpedo-manufacturing town to discover how information is leaking. It is subsequently discovered that his friend's widow, as well as some of her fellow-workers at the torpedo plant, is involved in espionage. The gang is rounded up and the war effort proceeds.

St. John is brisk and credible as Harding. Parker, Audrey Long, the spy whom he loves, Raymond Greenleaf and the rest of the cast turn in credible performances.

Running time, 71 minutes. General audience classification. For July release.

"Hostile Country"

(*Lippert*) *Hollywood, May* 23

IN this first of a new series of Lippert Westerns co-starring James Ellison and Russell Hayden as Shamrock and his pal, Lucky, there is plenty of what it takes to please the customers in the line of shooting, fighting and skullduggery. Throw in much hard riding and a large, capable cast and you have the ingredients for popularity with Western fans. Thomas Carr directed from a script by Maurice Tombragel and producer Ron Ormond.

A gang of badmen attempts to beat a young lady rancher out of her property by blocking off a pass through which she must get her stock to market by a certain date. To achieve this, they have hidden Shamrock's stepfather, whom he has never met, and one of them has assumed his identity. Shamrock eliminates the whole gang by dynamiting a barrier at the canyon pass and he and Lucky wind up everything to a satisfactory conclusion. The excellent supporting cast includes Raymond Hatton and Fuzzy Knight, as well as many others.

Running time, 60 minutes. General audience classification.

"West of the Brazos"

(*Lippert*) *Hollywood, May* 23

JIMMY ELLISON and Russell Hayden ride again as Shamrock and Lucky, partners in adventure, in this second of the new Lippert series. Written by producer Ron Ormond and Maurice Tombragel, the original screenplay provides plenty of riding and shooting and, like "Hostile Country," first in the series, involves the ownership of a ranch. Thomas Carr directed and Murray Lerner was associate producer.

This time Lucky is a deaf veteran adept at lip-reading, a talent that stands him in good stead in the course of the picture. Naturally there is a romance in the story and wedding bells are imminent at the final fade-out. Raymond Hatton and Fuzzy Knight head the supporting cast.

Running time, 58 minutes. General audience classification. Current release.

Europe and TV

(Continued from poge 1)

tor organizations in Europe and the U. S. have been invited to support the resolution. Moreover, delegates to the Paris meeting agreed to approach their respective governments with a request that a law "for the protection of cinema exhibitors against television" be enacted.

The meeting was the first of its kind to give consideration to the television problem on such a scale. An international organization of film producers reportedly will make decisions on television at a meeting in June or September in Madrid or Venice. The European Exhibitors Association is understood to have taken its action with a view to producers' decisions.

The Paris meeting went on record as "strongly opposed" to the "sale or hire to any television broadcasting concern of any cinematograph film produced for commercial exhibition, irrespective of the country of production or exhibition."

A permanent "bureau of the European Union of Exhibitors Association" will be created.

Spearhead UK Drive

(Continued from page 1)

Sparked by meetings held during the past few weeks, which were preceded by an outline of U. S. showmanship details by Charles Einfeld, vice-president of 20th Century-Fox, sub-committees are currently working on slogans similar to the "Movies Are Better Than Ever" watchword, now being used by the American industry.

The British campaign will follow the lines of the "Showmanship" drive introduced by 20th Century-Fox in the U. S. during March.

MPTOOG Re-elects

(Continued from page 1)

Greater United Theatres of Sydney, Australia, was among those who discussed film industry conditions at today's session. Evans is on a flying tour of the country.

Other speakers included Henry Adams, Hallmark; Frank Brady, Martin Theatres, and Rex Allen, new Republic Western player. A luncheon sponsored by Hallmark was addressed by Mrs. Cleo Dawson.

Allied Board

(Continued from poge 1)

inally scheduled to end its tw day session at the Hotel Gayoso tonight, voted to mee again tomorrow. General counsel Abram F. Myers said n invitation was received by th Allied board to join Theatr Owners of America in an industry-wide arbitration s n

The board authorized its he quarters to take up with distribu companies the problem of releasing many pictures containing the s subject matter at the same time in same community. It cited "12 O'Cl High," "Battleground" and "Iwo Ji as "splendid war pictures" compet with each other.

Myers was authorized to draf resolution of protest to Param over the film rentals on "Samson Delilah." Members said they were fered the film for 50 per cent of gross or 70 per cent with a guar teed 10 per cent profit. "Exhibitors not feel they can do business on a per cent commission," Myers said

The report of H. A. Cole on centage selling policies was stu but it was decided not to release i the present time. Trueman Rembu president, suggested that all collect in theatre audiences be pooled one—like the Community Chests.

Board members compared exp ences in use of promotional televi trailers and decided they were short. A telegram of congratulat was sent to Marc J. Wolf, first Al member to be elected chief barke Variety International.

Few Blame TV

(Continued from page 1)

owners on their current thin about the state of the industry. covered Syracuse, Buffalo, Roche Cleveland and Detroit. Similar will be made to other areas in near future.

All five cities have television tions and numerous sets, the MP official pointed out, but surprisi few exhibitors blamed television current box-office declines. critics and theatre owners feel people generally are getting selective in their entertainment Claggett said, and that films hav get better to keep up with this t

The exhibitors have high hopes the Council of Motion Picture Org zations, Claggett found. He said expected that COMPO would be instrument to win people back to r lar film-going, and that they encouraged by the tax fight as an cation of what the industry can d

Max Hart, Agent, 76

Max Hart, 76, who as a vaude agent served many personalities became film stars, died here yeste at Jewish Sanatarium and Hos for Chronic Diseases after a long ness. After losing an anti-trust against vaudeville booking agenci 1926, Hart was an agent in H wood.

Joseph Gollomb, 68

Joseph Gollomb, 68, screen wi author and former newspaper c died at his home here yesterday lowing a heart attack. Surviving a brother and sister. Gollomb was uncle of Judy Holliday, the actre

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-IN[illegible]L.	WARNERS
April 23	(April Releases) WOMAN OF DISTINCTION Rosalind Russell Ray Milland C-D—85 min. (Rev. 2/24/50)	(April Releases) THE PERFECT WOMAN Patricia Roc Stanley Holloway D—87 min. (015) KIND HEARTS AND CORONETS Oennis Price Valorie Hobson C—104 min. (Rev. 5/3/50)		JIGGS AND MAGGIE OUT WEST Joe Yulo C—66 min. (Rev. 3/22/50)	(April Releases) RIDING HIGH Bing Crosby Coleen Gray D-M—112 min. (4917) (Rev. 1/9/50)	WOMEN FROM HEADQUARTERS Robert Rockwell D—60 min. (Rev. 5/16/50)		(April Releases) (Color) CHEAPER BY THE DOZEN Jeanne Crain Clifton Webb C—85 min. (Rev. 3/27/50)		(April Releases) MA AND PA KETTLE GO TO TOWN Merjorie Main Percy Kilbrido C—70 min. (Rev. 3/29/50)	THE DAUGHTER OF ROSIE O'GRADY (Color) June Havor Gordon MacRae M-104 min. (920) (Rev. 3/29/50)
April 30	MILITARY ACADEMY Stanley Clements D—76 min. (Rev. 4/24/50) CARGO TO CAPETOWN Broderick Crawford Ellen Orew D—80 min. (Rev. 3/31/50)	KILL OR BE KILLED Lawrence Tierney George Couloris D	REFORMER AND THE REDHEAD June Allyson Dick Powell D—90 min. (Rev. 3/8/50)	WEST OF WYOMING Johnny Mack Brown O—57 min.	CAPTAIN CAREY, U. S. A. Alan Ladd Wanda Hendrix D—83 min. (4018) (Rev. 2/21/50)	SALT LAKE RAIDERS Alan Rocky Lane O—60 min. (Rev. 5/18/50)	THE WOMAN ON PIER 13 Laraine Day D-73 min. (Rev. 9/21/40)	(Color) WABASH AVENUE Betty Grable Victor Mature Phil Harris M-D—92 min. (Rev. 3/31/50)	JOHNNY ONE EYE Doloros Moran Wayno Morris Pat O'Brien D—78 min.	ONE WAY STREET James Mason Marta Toren D—79 min. (Rev. 4/12/50)	
May 7	TYRANT OF THE SEA Rhys Williams Ron Randell D—70 min. OUTCAST OF BLACK MESA Charles Starrett O—54 min. (Rev. 5/3/50)	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D—76 min. (Rev. 5/15/50)	PLEASE BELIEVE ME Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)	FATHER MAKES GOOD Raymond Walburn C		HILLS OF OKLAHOMA Rex Allen O	THE CAPTURE Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50)				THE DAMNED DON'T CRY Joan Crawford Oavid Brian D—103 min. (921) (Rev. 4/6/50)
May 14	(May Releases) NO SAD SONGS FOR ME Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50)	WINSLOW BOY Robt. Donat Sir Cedric Hard-wicke D—97 min. (Rev. 3/3/50)	SHADOW ON THE WALL Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)	LUCKY LOSERS Leo Gorcey C	(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	ROCK ISLAND TRAIL (Color) Forest Tucker O—90 min. (Rev. 5/4/50)	THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)	(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)	SO YOUNG SO BAD Paul Henreid Cetherine McLeod D	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	
May 21	FRIGHTENED CITY Charles Korvin Evelyn Keyes D	THE GOLDEN GLOVES STORY James Ounn Kay Westfall D—76 min. (Rev. 4/24/50)	THE BIG HANGOVER Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)			SAVAGE HORDE William Elliott O—90 min.		THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)		I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	COLT .45 (Color) Randolph Scott Ruth Roman D—74 min. (922) (Rev. 5/3/50)
May 28	KILL THE UMPIRE William Bendix Una Merkel C—78 min. (Rev. 5/2/50) COWTOWN Gene Autry O—70 min. (Rev. 5/16/50)	GLASS MOUNTAIN Valentina Cortesa M-D-90 min (Rev. 1/13/50)	ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)	(Re-release) SILK STOCKING MURDER Carole Landis D		DESTINATION BIG HOUSE Dorothy Patrick Robt. Rockewell D—60 min.			THE WHIPPED Dan Duryea Gale Storm D—89 min. (Rev. 3/28/50)		
June 4	BEAUTY ON PARADE Robert Hutton D—66 min. (Rev. 3/23/50) CUSTOMS AGENT William Eythe D—72 min. (Rev. 4/13/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50)		HUMPHREY TAKES A CHANCE Joe Kirkwood Leon Errol C-D	(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)					(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm	CAGED Eleanor Parker D—96 min. (Rev. 5/2/50)
June 11	(June Release) GOOD HUMOR MAN Jack Carson C—82 min.	EYE WITNESS Robt. Montgomery Leslie Banks D HIGH LONESOME (Color) John Barrymore, Jr. Chill Wills D	FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50)		(Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)		OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50)	IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min.	SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50)	THIS SIDE OF THE LAW Kent Smith Viveca Lindfors D
June 18	FORTUNES OF CAPTAIN BLOOD Louis Hayward D—91 min. (Rev. 5/17/50)	TIMBER FURY David Bruce D—63 min. IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min.		SIDE SHOW Don McGuire Tracey Roberts D	(Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	THE AVENGERS John Carroll Adele Mara D		LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)		SPY HUNT Marta Toren Howard Ouff D	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50)
June 25	STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50) HOEDOWN Eddy Arnold O—64 min.	THE BLUE LAMP Dirk Bogrode D—84 min.	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	LOST VOLCANO Johnny Sheffield Donald Woods D	(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)	TRIGGER, JR. (Color) Roy Rogers Oale Evans O COVERED WAGON ROAD Alan Rocky Lane O	THE WHITE TOWER Glenn Ford Valli D	(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50)		(July Releases) WINCHESTER 73 James Stewart Shelley Winters D PEGGY (Color) Oiana Lynn Charles Coburn D	
July 2	TEXAS DYNAMO Charles Starrett O	(July Release) THE SUN SETS AT DAWN Walter Reed D	HAPPY YEARS Ocan Stockwell Scotty Beckett D		MY FRIEND IRMA GOES WEST John Lund Marie Wilson C	TRIAL WITHOUT JURY Robt. Rockwell D		WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D	ONCE A THIEF Marie MacOonald Caesar Romero D	SHAKEDOWN Howard Ouff Brian Oonlevy D	BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: April)

THE THIRD MAN
Joseph Cotten
Velli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: April)

FILM CLASSICS

FOUR DAYS' LEAVE
Cornel Wilde
D—98 min.
(Rev. 3/23/50)
(Release: April)

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: April)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: April)

CONGOLAISE
(Documentary)
(Release 4/17/50
(Rev. 5/18/50)

GOOD TIME GIRL
Jean Kent
D
(Release 5/11/50)

LIPPERT

COLORADO RANGER
O
(Release: 4/21)

OPERATION HAYLIFT
Bill Williams
D—74 min.
(Rev. 4/27/50)
(Release: 4/25)

CROOKED RIVER
J. Ellison
D
(Release: 5/5)

HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

FAST ON THE DRAW
J. Ellison
(Release: 5/19/50)
D

ROCKETSHIP XM
Lloyd Bridges
D—77 min.
(Release: 5/2)
(Rev. 5/3/50)

MOTOR PATROL
Don Castle
D—67 min.
Release: 6/6
(Rev. 5/10/50)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

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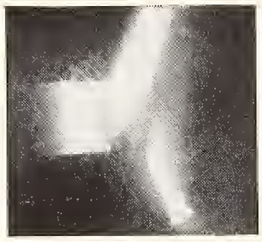

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NO. 101 NEW YORK, U. S. A., THURSDAY, MAY 25, 1950 TEN CENTS

Vill Urge $1 linimum for Y Film Help

ate Board Will Weigh c Hourly Increase

Representatives of organized film ustry labor will propose at the ie 7 hearing here of the New rk State Minimum Wage Board : the state's minimum wage, as it lies to motion picture personnel, aised from 40 cents to $1 an hour, as reported in union quarters here erday.

The board, which was appointed recently by State Inustrial Commissioner Edward orsi to consider a minimum age for the amusement indusy, has scheduled the June 7 earing as a full-dress inquiry nto wage scales paid in dis-

(*Continued on page 6*)

uMontNetUp33% First 12 Weeks

et profit of $1,967,000 for the first weeks of 1950, after taxes and all ges, including network losses—valent to 92 cents a share, on 2,-597 common shares outstanding— reported yesterday by Allen B.

(*Continued on page 6*)

UJA Campaign Is Making Progress

The United Jewish Appeal rive for 1950 is making satsfactory progress, the executive committee of the amusenent division reported here esterday following a meetng at which Sam Rosen and red Schwartz, co-chairmen, resided.

Some sub-divisions already ave reached and passed last ear's quotas, but regardless, he drive will continue on all ronts without abatement ntil its conclusion.

Unable to Replace Fabian as Arbiter

Principals in the Bridgeport-Stratford, Conn., arbitration case, from which Si H. Fabian withdrew as arbitrator, have failed thus far to agree on a new arbitrator with an industry background, and indications are that a selection will be made from outside the industry.

Fabian withdrew from the case, which involves Elmwood Theatre Corp. and five majors, on May 3 because he could not be certain that a decision would prevent future litigation. It was said that American Arbitration Association may be asked to hear the dispute.

Allied Bypasses Arbitration Plan

MEMPHIS, May 24.—The Allied board convened here this morning for its third successive day of meeting but the final session was called off when it was found that a quorum was not present. Thus, arbitration, first subject on today's program, was postponed for discussion at the next board meeting, a date for which has not been set.

Mid-South Allied was scheduled to open its convention here today but the event was postponed until tomorrow to give the delegates an opportunity to attend a private screening today of

(*Continued on page 7*)

Many to Campaign For Palsy in June

Numerous theatres which have been prevented by other activities from participating in the current industry campaign for the United Cerebral Palsy Associations are scheduling fund-raising activities for next month instead.

Fox West Coast Theatres will launch a UCPA fund drive on June 1, and so will more than 100 theatres in Iowa and Nebraska, spearheaded by Tri-States and Pioneer circuits. Thalheimer and Fabian in Virginia

(*Continued on page 6*)

German Quota Fight Impends

A three-cornered fight involving American distributors, the Economic Cooperation Administration and German film producers is building around proposals for a German quota to restrict motion picture imports.

Heretofore there have been no quota restrictions in Germany beyond the "gentleman's agreement" adhered to by the Motion Picture Export Association. The MPEA pulled out of the Reich last January and since then American distributors have been pursuing individual operations in that country.

With physical costs substantially increased under solo operations the companies have been seeking to make up for that with the marketing of considerably more product. German producers now seek to have a quota enacted to protect their own product in the domestic market.

Lewisburg Ruling To Protect Owners

NASHVILLE, May 24.—In denying the motion filed last Friday by U. S. Attorney Ward Hudgins to restrain Crescent-Lewisburg interests from opening and operating a drive-in at Lewisburg, Federal Judge Leslie Darr yesterday ruled that such an injunction would work a hardship upon the non-Crescent holders of the other 50 percent of the theatre's stock.

None of these stockholders was represented in court, Darr said, and issuance of the injunction order would take away their right to expand with-

(*Continued on page 7*)

Court Adds Week to File Trust Record

The Department of Justice and Loew's, Warner and 20th Century-Fox have been allowed an additional week's extension, to June 2, by the U. S. Statutory Court for completing the filing of the record of the industry anti-trust suit with the U. S. Supreme Court. All testimony, exhibits and other data which has been entered in the case since it left the high court in 1948 are to be included.

'Break' Seen In U.K. Pact Negotiations

Compromises Likely for Showdown Meet Friday

By PETER BURNUP

LONDON, May 24.—A possible break in the deadlock of negotiations for a new Anglo-U. S. film remittance agreement occurred at a private meeting here tonight of principals for both sides, following a daytime session at which no progress had been achieved.

If the break materializes it will come at a meeting scheduled for Friday when Harold Wilson, president of the Board of Trade, will make definite and final proposals for the British government. Those proposals are expected to be put

(*Continued on page 7*)

Must Make TV Ally Of Theatres: TOA

Contending that "effective action" can make television the ally and not the enemy of exhibitors, Theatre Owners of America executive director Gael Sullivan has asserted in a TOA brochure entitled "Harnessing the Tele-

(*Continued on page 7*)

Independents Quiet On the RFC Front

Washington, May 24. — A top official of the Reconstruction Finance Corp. said that it appears no decision is "imminent" on the question of government loans to independent motion picture producers.

"They don't seem to be pushing us right now," he said, "and in view of the difficult problems involved for us, I don't look for anything very soon."

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Personal Mention

HAL WALLIS is here from the Coast.

•

JOSEPH MCCONVILLE and A. SCHNEIDER, Columbia vice-presidents, are due to return here Wednesday from Europe.

•

ARTHUR PINCUS, assistant advertising-publicity director for Loew's International, has returned here from a 10-week trip to Europe.

•

WILLIAM MARKET, manager of Film Classics' print department, and MRS. MARKET are the parents of a daughter, LILYAN.

•

PEGGY FOLDES, of RKO Theatres publicity department, has been elected chairman of the associated members of the N. Y. Newspaper Women's Club.

•

ROBERT O'BRIEN, United Paramount Theatres vice-president, will leave here today for Chicago.

•

HARRY GOLDBERG, Warner Theatres advertising-publicity director, will return here from Winchester, Va. today.

•

IRVING SOCHIN, Universal-International special films sales head here, is in Boston.

•

EMANUELE ZAMA, Universal-International manager in Italy, is in New York from Rome.

•

LEE KOKEN, RKO Theatres vending head, is in Iowa from New York.

Vogel, Eyssell Name Five for N. Y. Fund

Joseph R. Vogel, general chairman of the entertainment committee, and Gus Eyssell, chairman of the motion picture industry committee for the Greater New York Fund 1950 drive yesterday announced the appointment of Robert Sherman of RKO Theatres to solicit corporate and employee contributions from producers and studios. Sherman will be assisted by Sam Goodman of Century Circuit, Paul Behrke of Skouras Theatres, and Ben Joel and Joel Levy of Loew's Theatres.

Wilcoxon DeMille's Aide

HOLLYWOOD, May 24.—Cecil B. De Mille has appointed Henry Wilcoxon as his associate producer. Wilcoxon will assist DeMille in all production activities starting with "The Greatest Show on Earth," in preparation. He was brought here from London by DeMille in 1934 to play in "Cleopatra."

Costello Heads Oriental

CHICAGO, May 24.—Appointment of Harold Costello as managing director of the Oriental Theatre, downtown, was announced by Randolph Bohrer, major stockholder of the 32 West Randolph Corp., which operates the theatre. Costello succeeds James Booth, who has resigned.

UA Tight for Cash, Pays Producers After Collections

United Artists has switched to a "cash and collections" basis in remitting rentals to its producers, that is, forwarding the producers' revenue after collecting from theatre accounts instead of making advance payments against billings.

In its distribution pacts with the producers, the company has the option either of forwarding income after collection or in advance, the time gap represented being three weeks to one month generally, based on the billings.

UA is said to be in reasonably good shape product-wise but its cash position reportedly is tight, making the change in payments to producers advisable for the time being.

At a meeting here two weeks ago between UA president Gradwell Sears and Eastern representatives of the producers this subject was taken up in addition to a request by management for a "more realistic" attitude in approving exhibitors' licensing terms.

When reports to the producers on the session were made the word "moratorium" was loosely used, it is now said, with the result that the producers thought that a suspension of remittances from UA for a 30-day period was intended. A report to this effect from Hollywood was the consequence.

Sees 'Small Budget' Directors to Fore

The advent of television and the growth of non-theatrical films may spell the dominance of the "small-budget" screen director in the future, Jack Glenn, president of the Screen Directors Guild, said at the guild's third public forum, held at the Museum of Modern Art here this week.

Pointing up the ability of SDG members to produce quality films on small budgets, films made by five SDG directors were shown at the forum. The directors, who participated in the discussion, were Joseph Henabery, Willard Van Dyke, Lee Blair, William Resnick and Leo Seltzer.

Coast Employment Up

HOLLYWOOD, May 24.—Studio employment gained in March, rising to 68.6 per cent from February's 67.1 on the California Labor Bureau's statistical scale which regards the 1940 average as 100.

Average weekly earnings in March were $97.29, which compares with $95.52 in February.

Charge Franklin Is Alien

CHICAGO, May 24.—Irwin Franklin, Midwest representative of Artkino Films, Soviet film agency in the U.S., was found guilty in U.S. District Court of Judge Walter J. Labuy on six counts of misrepresenting himself as an American citizen and on one count of failing to register as an alien during the war. A jury of five women and seven men heard the case, which has been pending here since 1945.

Maas to Japan Today by Air

Irving A. Maas, executive vice-president and general manager of the Motion Picture Export Association, will leave here today by plane for Tokyo where he will conduct a general inspection of MPEA properties and operations, confer with American and Japanese officials and examine the effects of Gen. MacArthur's new "Circular Eight." The circular permits U. S. distributors to operate individually in Japan if they so choose, but MPEA activity will continue in that country for at least another year, the unexpired time of the Association's Japanese contract.

Maas said yesterday that he expects to return in three or four weeks.

Services Tomorrow For Lou Guimond

Funeral services for Lou F. Guimond, 68, will be held tomorrow at 11:00 o'clock at Park West Memorial Chapel here. Veteran of 38 years in the motion picture business, he died Tuesday night after a long illness.

Guimond was a newspaper writer in this city and in Chicago and San Francisco before entering the film business in 1912 to operate his own theatre. He was variously film sales executive, sales promotion manager, advertising-publicity director, writer, editor, film roadshow manager and trade journalist, serving in one capacity or another with Triangle, Hodkinson, Famous Players, Selznick, First National, United Artists, Gaumont British and Columbia Pictures. In 1940 he became Eastern director of field theatres at Army camps for the American Red Cross.

He is survived by the widow, Rose, a brother, Col. Joseph A. Guimond of the Army Judge Advocate's staff at Washington, D. C., and a sister, Helen, of Cambridge, Mass.

Walker, Whitman in RKO Theatres Posts

Re-shuffling of executive personnel of RKO Theatres in consequence of Malcolm Kingsberg's resignation as president has been completed with the appointment of J. Miller Walker as vice-president of the circuit and its subsidiaries and William F. Whitman as secretary. Walker also is vice-president of the RKO parent corporation and the picture company. He relinquished the post of secretary of RKO Theatres with Whitman moving up from assistant secretary.

Randforce May Shut 3

In response to the request of the Council of Motion Picture Organizations' tax committee for information pertaining to the injurious effect of the 20 per cent excise tax on current business, the Randforce Amusement Corp. reports it is contemplating the closing of three theatres for the summer.

NEWS in Brief . .

AN upsurge in film production television after the Federal C munications Commission "freeze" lifted was predicted by John H. Ba son, associate editor of Tele-Tech the luncheon meeting of the Nati Television Film Council at the H Warwick here yesterday. Melvir Gold, president of NTFC, [illegible]

•

Hollywood, May 24.—Jos Kaufman, producer now in E land, is negotiating with Cha Schee for the latter's Broad production, "Apology."

•

WASHINGTON, May 24.—The U Court of Appeals here today took der advisement the question of wh er Stanley Corp. and the K-B An ment Co. should pay $100,000 to Kass Realty Co. in a dispute ov proposed theatre here. A rulin expected late next month.

•

Mexico City, May 24.—Force hibition of Mexican pictures is obligatory for all exhibitors Mexico under orders issued b Castillo Lopez, director of the ematographic control departme the Ministry of the Interior.

•

DENVER, May 24.—In a contest ning in the *Rocky Mountain New* a month, to prove "Movies Are B Than Ever," a cash prize of $ is being offered, along with 20 prizes of passes good at any Col theatre for the remainder of 195

•

MINNEAPOLIS, May 24.—Glenn erts, booker at the 20th Century branch here, has been promoted t fice manager, replacing Jerry V feldt, resigned.

Benny Troupe Tak $142,000 in 6 Night

Jack Benny troupe, featuring ester, Phil Harris and others gr an estimated $142,000 in the firs nights of the show's 21-city tou cording to Columbia Broadc here. Playing to a capacity hou $4.80 top, the Benny company $23,400 last Sunday night at the Milwaukee Arena, Milwaukee. lar business was registered in M St. Paul, Des Moines, Kansas and Wichita.

Eskin Resumes Booki

Harold S. Eskin Amusement E prises, operating nine theatres in necticut, Pennsylvania and New sey, has resumed its own bookin buying operations with Herbert ton in charge. During the past Liggett and Florin Booking S represented Eskin.

Lloyd French, 50

HOLLYWOOD, May 24.—L French, 50, veteran director-pro died today at his home of a hea tack. French entered the indus an actor for Hal Roach in 191 became a director and produc Warner and Universal.

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OPENS BIG IN N.Y.! BUFFALO NEXT!

WARNER BROS.'

"CAGED!"

Starring **ELEANOR PARKER** with AGNES MOOREHEAD · ELLEN CORBY
HOPE EMERSON · BETTY GARDE · JAN STERLING

PRODUCED BY
JERRY WALD

WRITTEN BY VIRGINIA KELLOGG AND BERNARD C. SCHOENFELD
MUSIC BY MAX STEINER

DIRECTED BY
JOHN CROMWELL

Support
THE INDEPENDENCE
SAVINGS BOND DRIVE

COLUMBIA'S CONTRIBUTION TO MAKI

NO SAD SONGS FOR ME
starring Margaret **SULLAVAN** · Wendell **COREY** · Viveca **LINDFORS**
Produced by BUDDY ADLER · Directed by RUDOLPH MATÉ

THE PETTY GIRL
Color by TECHNICOLOR
starring Robert **CUMMINGS** · Joan **CAULFIELD**
Produced by NAT PERRIN · Directed by HENRY LEVIN

FRIGHTENED CITY
starring Evelyn **KEYES** · Charles **KORVIN** · William **BISHOP**
Produced by ROBERT COHN · Directed by EARL McEVOY

FORTUNES OF CAPTAIN BLOOD
starring Louis **HAYWARD**
Produced by HARRY JOE BROWN · Directed by GORDON DOUGLAS

BORN YESTERDAY
starring Judy **HOLLIDAY** · Broderick **CRAWFORD**
Based on Garson Kanin's stage success
Produced by S. SYLVAN SIMON · Directed by GEORGE CUKOR

ROGUES OF SHERWOOD FOREST
Color by TECHNICOLOR
starring John **DEREK** · Diana **LYNN**
Produced by FRED M. PACKARD · Directed by GORDON DOUGLAS

LORNA DOONE
Color by TECHNICOLOR
Based on the famous novel
AN EDWARD SMALL PRODUCTION

William **BENDIX** *in*
KILL THE UMPIRE
Produced by JOHN BECK · Directed by LLOYD BACON

SIDNEY BUCHMAN'S PRODUCTION OF
THE HERO
Based on Millard Lampell's best-selling novel
Produced by BUDDY ADLER · Directed by DAVID MILLER

Glenn **FORD** · Broderick **CRAWFORD*** *in*
CONVICTED
Based upon a play by Martin Flavin
Produced by JERRY BRESLER · Directed by HENRY LEVIN
*Academy Award Winner—"Best Actor"—All The King's Men

Ray **MILLAND** · Rosalind **RUSSELL**
Edmund **GWENN** *in*
A WOMAN OF DISTINCTION
Produced by BUDDY ADLER · Directed by EDWARD BUZZELL

Mickey **ROONEY** · Terry **MOORE** *in*
FREDDIE THE GREAT
(tentative title)
Produced by RUDOLPH C. FLOTHOW · Directed by PETER GODFREY

ROBERT ROSSEN'S PRODUCTION OF
THE BRAVE BULLS
Based on the best-selling novel by Tom Lea

Jack **CARSON** *as*
THE GOOD HUMOR MAN
AN S. SYLVAN SIMON PRODUCTION
Directed by LLOYD BACON

---

711 OCEAN DRIVE
starring Edmond **O'BRIEN** · Joanne **DRU**
Produced by FRANK N. SELTZER · Directed by JOSEPH H. NEWMAN

THE FULLER BRUSH GIRL
starring Lucille **BALL** · Eddie **ALBERT**
Directed by LLOYD BACON

16 EXPLOITATION SPECIALS

TIED UP WITH THE GREATEST RADIO PROGRAMS AND C
STRIPS PRESOLD TO MILLIONS THROUGHOUT THE COU

2 GASOLINE ALLEY
Based on the famous comic strip family with 19,500,000 readers

2 MY TRUE STORY
Presold to 4,360,000 readers and 6,500,000 radio listeners

WHEN YOU'RE SMILING
Jerome COURTLAND · Lola ALBRIGHT · Frankie LAINE · Kay STARR · Bob CROSBY
and the BOBCATS · The MILLS BROTHERS · The MODERNAIRES · Billy DANIELS

THE TEXAN MEETS CALAMITY JANE
starring Evelyn ANKERS · James ELLISON · in CINECOLOR

ROOKIE FIREMAN
with Bill WILLIAMS · Marjorie REYNOLDS

REVENUE AGENT
Adventure with a fine documentary flavor

CHAIN GANG
An extraordinary exploitation picture

COUNTERSPY MEETS SCOTLAND YAR
Based on the radio program, "Counterspy," with 12,000,000 listeners

THE TOUGHER THEY COME
starring Wayne MORRIS · Preston FOSTER

THE BIG GUSHER
starring Wayne MORRIS · Preston FOSTER

KING OF THE WILD HORSES (Reprin
with "REX" · William JANNEY · Dorothy APPLEBY

FLAME OF STAMBOUL
Tense drama of oriental intrigue

SMUGGLER'S GOLD
Adventure drama at its best

CHINA CORSAIR
An action-packed sea story

INSURE YOUR INDEPENDENCE · BUY [illegible] BONDS

OVIES BETTER THAN EVER!

19 50
Yes—it's Columbia's Year!

THE LIFE OF VALENTINO

Color by TECHNICOLOR

AN EDWARD SMALL PRODUCTION
Directed by LEWIS ALLEN

THE FIGHTING CAVALIER

Produced by HUNT STROMBERG

NO HELP FROM HEAVEN

(tentative title)
Produced by LOU APPLETON and MONTY SHAFF

CITY GIRL

starring **Margaret O'BRIEN**
Produced by NAT PERRIN

Humphrey BOGART
IN A LONELY PLACE

A Santana Production
Produced by ROBERT LORD • Directed by NICHOLAS RAY

FAUST AND THE DEVIL

starring **Italo TAJO · Nelly CORRADI · Gino MATTERA**
Produced by GREGOR RABINOVITCH • Directed by CARMINE GALLONE

PROWL CAR

starring **Mark STEVENS · Edmond O'BRIEN · Gale STORM**
Produced by HUNT STROMBERG • Directed by GORDON DOUGLAS

LOST STAGE VALLEY

Color by TECHNICOLOR

(tentative title)
starring **Rod CAMERON · Wayne MORRIS**
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

Larry PARKS · Barbara HALE in
THAT BEDSIDE MANNER

(tentative title)
Produced by NAT PERRIN • Directed by EDWARD BUZZELL

FLYING FISH

(tentative title)
The story of the U. S. Navy's guided missiles
Produced by JERRY BRESLER • Directed by HENRY LEVIN

LAST OF THE BUCCANEERS

Color by TECHNICOLOR

starring **Paul HENREID**
Produced by SAM KATZMAN • Directed by LEW LANDERS

HURRICANE ISLAND

in CINECOLOR

Produced by SAM KATZMAN

Joan CRAWFORD · Wendell COREY in
HARRIET CRAIG

Based on a Pulitzer Prize Play by George Kelly
Produced by WILLIAM DOZIER • Directed by VINCENT SHERMAN

Randolph SCOTT in
SANTE FE

Color by TECHNICOLOR

A Scott-Brown Production
Produced by HARRY JOE BROWN

AL JENNINGS OF OKLAHOMA

Color by TECHNICOLOR

starring **Dan DURYEA**
Produced by RUDOLPH C. FLOTHOW • Directed by RAY NAZARRO

Johnny WEISSMULLER
in 2 pictures based on the "Jungle Jim" syndicated newspaper feature
JUNGLE MENACE · PIGMY ISLAND

(tentative title) (tentative title)
Produced by SAM KATZMAN

ONE
ND ONLY **GENE AUTRY** in

AUTRY AND THE MOUNTIES • WHIRLWIND
VALLEY OF FIRE • HILLS OF UTAH
TEXANS NEVER CRY • QUICKSILVER

Every one of them featuring
• **CHAMPION**
World's Wonder Horse

GENE AUTRY PRODUCTIONS
Produced by
ARMAND SCHAEFER

---

8 WESTERNS

starring
CHARLES STARRETT · SMILEY BURNETTE

outstanding stars
outstanding
everywhere

4 SERIALS

PIRATES OF THE HIGH SEAS *starring* Buster Crabbe

PHANTOM EXPRESS *Smashing Saga of Early Day Railroad Raiders*
(tentative title)

FEATURE SERIAL SPECIAL *Title to be announced*

MYSTERIOUS ISLAND · Jules Verne Thriller

26 TWO REELERS

8 THREE STOOGES · 6 ALL-STAR COMEDIES
6 ASSORTED COMEDIES {6 COMEDY FAVORITES} reprints
with Hugh HERBERT · Maxie BAER · Maxie ROSENBLOOM · Billy BURKE
Andy CLYDE · Harry VON ZELL · Eddie QUILLAN · Wally VERNON · Vera VAGUE

78 SINGLE REELERS

COLOR CARTOONS · 3 MR. MAGOO · 3 JOLLY FROLICS · 12 COLOR FAVORITES reprints

BLACK and WHITE
6 CANDID MICROPHONE One Reel Specials
12 WORLD OF SPORTS · 12 SCREEN SNAPSHOTS · 8 CAVALCADE OF BROADWAY · 8 FILM NOVELTIES · 8 TOP BAND FAVORITES reprints

6 One Reel MUSICAL MASTERPIECES (tentative title)
Great Moments of World Famous Music

Coming Events

Today—Allied of the Mid-South spring convention, Hotel Gayoso, Memphis.

Today—M-G-M sales meeting, St. Francis Hotel, San Francisco.

Today-May 31 — Motion picture industry participation in United Cerebral Palsy Association drive.

Today-July 4—Motion picture industry participation in U. S. Savings Bond "Independence Drive."

Today—National Television Film Council luncheon-meeting, New York.

May 28—Motion Picture Bookers Club of New York annual get-together, Waldorf-Astoria Hotel, New York.

June 4—Screen Actors Guild meeting, Hollywood.

June 6—Motion Picture Pioneers and The Foundation of the MPP meeting, Columbia Pictures home office, New York.

June 6—Marc J. Wolf and Trueman T. Rembusch testimonial dinner, Indianapolis Athletic Club, Indianapolis.

June 12-13—Motion Picture Exhibitors of Florida annual convention, Hotel Delano, Miami Beach.

June 12-14 — Associated Theatre owners of Indiana directors meeting and annual convention, French Lick Hotel, French Lick.

June 12-14 — Paramount's national sales convention, Los Angeles.

June 15—M-G-M Sales meeting, Toronto.

June 15-17—Allied Theatre Owners of New Jersey annual convention, Hotel Traymore, Atlantic City.

Campaign for Palsy

(Continued from page 1)

will lead a large group in that state starting June 15. Florida Theatres began a UCPA campaign this week.

Although May was officially set for the campaign, Leonard Goldenson, UCPA president and president of United Paramount Theatres, said that conflicting activities prevented many theatres from scheduling campaigns this month and that many circuits, anxious to cooperate, therefore had dated their drives for June.

The campaign is the first ever undertaken by UCPA. Its goal of $5,000,000 is to provide treatment facilities for the approximately 500,000 Americans who are victims of cerebral palsy. Existing facilities are capable of caring for only 2,500 patients.

DuMont Profit Up

(Continued from page 1)

DuMont Laboratories. This compares with a net of $1,481,000 for the first 12 weeks of 1949, or 70 cents a share.

The profit increased 33 per cent, while sales advanced 36 per cent in the 12 weeks, compared with the corresponding period of 1949. Sales amounted to $15,113,000, against sales of $11,092,000.

Canadian Censor Post

Toronto, May 24.—R. A. Gaskin of Toronto has been appointed censor of film advertising by the Ontario government. He fills the position left vacant by the late T. L. Elliott.

Reviews

"The Happy Years"

(Metro-Goldwyn-Mayer)

DRAWING upon "The Lawrenceville School Stories" by Owen Johnson for its theme and its basis, M-G-M has fashioned a charming and amusing attraction in "The Happy Years." It is very pleasant going for those who welcome a departure from the routines so thoroughly established in the general stream of entertainment. And, while the probability is a sustained selling job is required here, there appears to be little question about satisfying results once the audience is seated.

"The Happy Years" actually is a string of incidents pivoting around the famous "prep" school and all that it stands for as a crucible in which young boys are moulded in the substantial framework of responsible young manhood. The school, therefore, is pretty much the hero.

The central character is Dean Stockwell, recalcitrant youngster with a vivid imagination and an unquenchable propensity for pranks. Leon Ames, his father, hopefully decides on Lawrenceville. Dean gets himself in constant hot water with his tutor and the boys in his house. He develops boyish enmities, chiefly with Darryl Hickman. At the end of the first term, Lawrenceville appears reconciled to its fate, perhaps relying on the wisdom of vast experience and a confidence that the school will fashion the boy.

Through experience, Dean begins to find himself, to take his place along with the others and to balance the values. He learns how to recognize the fundamentals of honorable conduct, his responsibilities to the school and to himself and the obligation of helping others. A tower of dramatic and acting strength in this gradually enveloping process is Leo G. Carroll, who typifies the Lawrenceville faculty and its patience and understanding.

But, while "The Happy Years" clearly conveys this serious undercurrent, most of its unfoldment is in equations of comedy. The relationship among the boys is clean and heart-warming despite disagreement and rivalries on the football field. There are constant chuckles, some uproarious passages and others which are unduly repetitive. In 110 minutes, this film tends to be overlong in the light of what it is committed to do.

Young Stockwell is a delight and extraordinarily competent for a performer so young. The types surrounding him are amusingly depicted against a Technicolor setting which appears to catch with accuracy the comfortable scene as it presumably was almost 60 years ago.

Harry Ruskin's script is very well written and developed. William A. Wellman's direction is experienced and telling. Carey Wilson, responsible as the producer, delivers with decidedly praiseworthy results in the overall.

Running time, 110 minutes. General audience classification. Release date, July 7.

Red Kann

"Good Time Girl"

(Film Classics)

THE latest production to come to these shores from England has some redeeming moments, but generally boasts little distinction. It is a tale of a young English girl, reared in the slums, driven to choose the bright lights and wild companions, who drifts from bad to worse and ends in jail for 15 years. It is grim, sordid, slow, dull; a drab picturization of the dregs of society.

Jean Kent plays the girl with some ability of characterization. Supporting players are Dennis Price and Herbert Town. The denouement for her, in her careening career of crude amusement, is a final sally in crime with two American deserters, tough, murderous and desperate. They date the picture, which was made several years ago.

This poor effort, strangely, is a Sydney Box production. He and Muriel Box wrote the screenplay; one Samuel Goldwyn, Jr., was associate producer. Also involved, regrettably, is a player of some renown, Flora Robson, who plays the part of a juvenile court chairman.

Running time, 81 minutes. Adult audience classification. Release date, May 11.

Name Committee Heads

Kansas City, May 24.—Committee chairmen for the 31st annual convention of the Kansas-Missouri Theatre Association, to be held here Sept. 26-27 at the Hotel President, have been named by the board of directors. Appointments are Robert Shelton, general program committee; Sam Abend, ticket sales; M. D. Chon, banquet and luncheon program; Leon Robertson and Al Adler, invitations to screen personalities; Dick Brous, constitution and by-laws, and Jack Braunagle, drive-in features.

Early 'Gunfighter' Dates

Offering of 20th Century-Fox's "The Gunfighter" to exhibitors for special pre-release key engagements prior to its national release in July, has resulted in 19 openings during the latter part of June, the company disclosed here yesterday.

Stagehands Elect Officers

Stagehands union, Local No. 1 of the IATSE here, has elected James J. Brennan as president; George Fitzgerald, vice president; John C. McDowell, recording-corresponding secretary; John J. Garvey, financial secretary-treasurer; Solly Permick and John Goodson, business managers; Louis Yeager, television organizer; Harry Abbott, George McCormack and Jack Shapiro, members of the board of trustees; Edward J. Mortimer, sergeant-at-arms, and Paddy Harvey as a member of the replacement committee.

Juroe in New Para. Post

San Francisco, May 24.—Jerry Juroe, for the past 18 months publicity director for Paramount theatres here and formerly connected with the Fox West Coast publicity department, has joined Paramount's Hollywood studio publicity staff.

$1 Minimum

(Continued from page 1)

tribution, production and ex hibition in the state.

Ushers, ticket-takers, cashiers, p ers and other workers employed film theatres would be affected p cipally by any change in the sta minimum wage law, it was indica

There are over 21,000 such w ers in the state. Others [illegible] be affected are home offic[illegible] change workers, film delivere , b ers and purchasers, processors, editors, casting bureau workers, m tenance men, traffic and shipp workers, cleaners and matrons, n sengers, projectionists, stage ha and others.

Specifically, the hearing will rev around the wages of those who c under the state minimum wage Most are employed in exhibition s that branch of the business does come under inter-state comme Most home office and exchange w ers do come under inter-state c merce and hence their wage scales dictated by the Federal minimum w of 75 cents an hour.

Expect Opposition

The union representatives' sched bid for a state minimum wage in cess of the Federal requirement is pected to be opposed by state ex tors and their attorneys, who have dicated they will be present at hearing. A foretaste of the host that may result from the union re sentatives' proposal was had last w at a preliminary hearing before board when a group of exhibitors by New York Cinema Circuit Max A. Cohen protested suggest for a $1 minimum which were m by union spokesmen. Meanwhile, labor representatives have indic they will put their suggestion in form of a formal proposal on June

Representing the motion picture dustry on the board are Samuel Ro vice-president and treasurer of F an Theatres, and Michael J. Mu van, state IATSE executive. H ed by former Supreme Court Jus Francis X. Giaccone, the nine-men board includes representatives of o amusement industry branches unions.

Draft New Union Contract For Coast 'Collarites'

Hollywood, May 24.—Member of the Office Employes Internati Union, AFL, was in meeting here night to consider the terms of a contract to replace the pact with companies here which expired A 20. The contract under considera which would run a year, duplic the former agreement in all esse details, it was reported. The u membership is expected to approv

Truckers' Scale Now $9

Detroit, May 24.—Local film riers here have signed contracts the teamsters union providing fo general $4 weekly increase, raising scale to $92 a week. A new featur the contract is a welfare fund wit payment of $1 a week. The agreem has been made retroactive to Ja and will run for 25 months.

'New Mexico' to UA

United Artists has acquired tribution rights to Irving All "New Mexico."

'act 'Break'

(Continued from page 1)

ı such form that the only ossible answer the American rincipals can make to them ·ill be a yes or no.

·etails of the changed situation .d not be obtained immediately but ppeared that both sides have moved dead-center into an area of comni[illegible] The definite change in the a[illegible] occurred at a meeting atled [illegible] Hugh Gaitskell, Minister of :e and author of the Gaitskell Re: on the industry made for the govnent. Also present were Eric nston, president of the Motion :ure Association of America; Ellis :all, president of the Society of Inendent Motion Picture Producers, Wilson.

Iaking his first appearance in the otiations as an aide to Chancellor he Exchequer Sir Stafford Cripps, tskell apparently opened the door to promise during the three-hour ı-to-man talk during which no ches were pulled. In any event, and unexpected avenues of nego-on were opened which both sides e promised to examine in good ı in preparation for Friday's form-ıeeting.

Credit Due Gaitskell

·hile undue optimism is not war:ed at the moment, it is felt that British delegation welcomed the ntiality of a way out of the stale:e which has persisted since open-of the negotiations on May 15. solution indeed is found, consid-ıle credit is due Gaitskell. He considerable knowledge of the in-ry and during the war was a rd of Trade official in charge of ilms division.

:eanwhile, Tom O'Brien, head of National Association of Theatriand Kine Employes and a Member Parliament, had expressed the ıve alarms" of members of the in-ry over the threatened breakdown he negotiations. However, in a sage to Wilson, he insisted upon a -term production program by :rican companies in British studios tart at an early date as a primary lition of any agreement with the :rican delegation. O'Brien said the tence of the British industry de-ls on such a program and all other :s involved in the negotiations are ndary to it.

)T Reception June 5

:arch of Time will hold a recep-and preview of its latest release, auty at Work," at the Time and Information Center here on June Iarjorie Harker, MOT publicity ager, will be hostess.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

IBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"Her Wonderful Lie"

(Cinopera Productions—Columbia)

GRAND OPERA virtuosi Jan Kiepura and Marta Eggerth bring to the screen in "Her Wonderful Lie" full measure of their vocal talents. This picture, produced in Italy with English dialogue and amply stocked with Hollywood supporting players, is suited mainly for music lovers and especially for those who are partial to the melodic arias and duets from Giacomo Puccini's opera "La Boheme." Based on Murger's novel, "Latin Quarter," the screenplay by Ernest Marischka, Hamilton Benz and Rowland Leigh parallels the opera's story of love among Paris' left bank bohemians, but assumes a present-day background while recounting the tragic stages of a romantic interlude involving an opera tenor and his soprano sweetheart, the latter suffering from tuberculosis. The picture ends with the death scene of the opera, sung in English, wherein Miss Eggerth dies in the arms of Kiepura.

Obviously the picture is designed for so-called "art" houses. Music-loving patrons, however, may find considerable detraction in the labored comedy and "up-stage" histrionics that share the screen with the picture's serious features. The cast includes Janis Carter, John Abbott, Marc Platt, Sterling Holloway, Isobel Elsom, Gil Lamb, Franklin Pangborn, Douglass Dumbrille, Constance Dowling and others. Carmine Gallone directed. Background music was supplied by the orchestra of the Rome Opera House, under the baton of Angelo Questa.

Running time, 86 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

Allied By-passes

(Continued from page 1)

Gloria Swanson's new picture, "Sunset Boulevard." Miss Swanson arrived with a contingent of Hollywood stars, including Patricia Neal, Roy Rogers, Mark Stevens, Dale Evans and Lash LaRue, all of whom will attend the opening session of the Mid-South Allied meeting tomorrow. A ladies luncheon was held at the local Variety Club today in honor of Misses Swanson and Neal.

E. O. Cullins, Mid-South Allied president for two terms, is expected to be elected to the Allied States board tomorrow to succeed John Mohrstadt.

Lewisburg Ruling

(Continued from page 1)

out due process of law. The drive-in opened tonight.

Darr also denied a contempt citation against Crescent and its officials for having an interest in the drive-in.

General charges of contempt filed against Crescent and certain of its officers and affiliates for allegedly violating the 1945 anti-trust decree are still pending, but yesterday's court denials in the drive-in case may be an indication of what the court will do with them.

Cut Prices in St. Louis

ST. LOUIS, May 24.—Three Fanchon and Marco first-runs here, the Ambassador, Fox and St. Louis, have announced a reduction to a straight 60-cent admission, with children under 12 accompanied by parents admitted free. Previous top was 75 cents. Edward B. Arthur, F. and M. general manager, called the move an "experimental summer plan" undertaken because of a drop in grosses and in the hope that the Federal tax will be repealed soon.

All-Weather Marquee

MEMPHIS, May 24.—M. A. Lightman's Malco Theatres has awarded to the Tri-State Construction Co. a contract to build a 1,400-seat theatre, the Crosstown, in Memphis, to be finished this fall. It will feature a drive-in marquee under which patrons can get out of cars in front of the box-office sheltered from the weather. A large parking lot is provided.

1,000 Films Now On German Market

WASHINGTON, May 24.—About 1,000 films are currently being distributed by 71 companies in Western Germany, according to German reports quoted by the U. S. Commerce Department. Of the total, 480 are German, including 400 revivals. The U. S. leads foreign countries with 225 films, while the British account for 120, the French for 79, Austria, 50, Sweden, 14, and Italy, nine.

TOA on TV

(Continued from page 1)

vision Giant for Theatre Television," that "the American people will not for long throw away their leisure time watching stupid television programs because they happen to be free."

Sullivan's statement is embodied in the foreword to the 14-page printed brochure which the exhibitor organization is sending to all TOA members today. Main content of the brochure is an address delivered by TOA television consultant Nathan L. Halpern before the Theatre Owners of Oklahoma in Oklahoma City on March 28.

Halpern's analysis deals with the extent to which television can become "a new dynamic" for the motion picture industry, the rapid growth of theatre TV, non-film attractions to bolster film box-offices, audience impact of theatre video, economics of theatre TV programming and a number of other aspects of large-screen video.

McGrann to TV Post

Frank McGrann, former Columbia exploitation director and more recently an independent radio producer, has joined the executive staff of the Fox Feature Syndicate in New York, to be in charge of television activities.

New Mexican Firm

MEXICO CITY, May 24.—Two frontline Mexican producing-distributing enterprises, Mier y Brooks—Dyana Films and Rodriguez Brothers have merged. The new firm is capable of producing more than 60 pictures a year.

ANSWER TO YOUR TECHNICAL PROBLEMS...

The Altec Service Man

The Altec Service Man and the organization behind him

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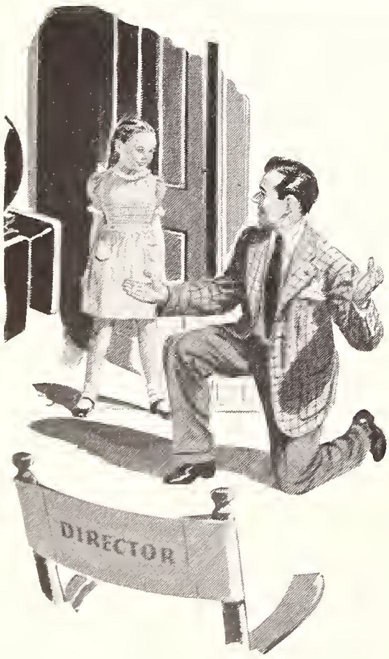

He gives the scene its heartbeat...

THIS meeting of mother and child is no make-believe—not to the movie-goers!

To them, it is as real as life itself, thanks to the director of the picture. Through his perceptive handling of action, dialogue, and camera, he has given the scene its human touch, its heartbeat . . . made the audience feel its warmth, its mood—and live the moment, one with the personalities on the screen.

And this achievement is the mark of his mastery of the dramatic; the gauge of his creative contribution to the motion picture art.

But if such artistry is to have full expression, the director must have the assistance of film that gives him ample freedom to achieve the effects he desires. This freedom he finds in the family of Eastman motion picture films.

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ndustry Asks S to Ease oreign Ills

eks Agents Abroad to rtail Restrictions

VASHINGTON, May 25.—The tion Picture Association of erica today urged the govern- nt to do all it could to ease some he industry's foreign problems dur- the forthcoming reciprocal trade otiations at Torquay, England.

The U. S. in September will onduct negotiations there with 3 countries, including six coun-

(*Continued on page 2*)

3 on Paramount's roduction Slate isted by Ginsberg

ome 28 features will be produced Paramount during the remainder this year and early 1951, according Henry Ginsberg, production vice- sident, it was disclosed yesterday. insberg recently pointed out that

(*Continued on page 3*)

Cowdin Due Here After Hughes Talks

Hollywood, May 25. — J. Cheever Cowdin, former chairman of the board of Universal Pictures, who has been here for the past two months discussing a possible purchase of Howard Hughes' controlling stock interest in RKO, will leave for New York over the weekend.

According to unconfirmed reports, Cowdin has arrived at an understanding with Hughes on specific terms for a bid for the latter's RKO holdings. The bid can be formally entered and considered with others which may be received when Hughes is ready to conclude a deal.

U.S. Managers in London Study Remittance Terms

LONDON, May 25.—Possibilities of the new approach to an agreement on extension of the Anglo-U.S. film remittance pact for another two years were explored here today by Eric Johnston, president of the Motion Picture Association of America, in prolonged meetings with the resident managers of American companies here.

Avenues for ending the stalemate of the negotiations and paving the way to a possible agreement were injected into the discussions at a private meeting Wednesday night by Hugh Gaitskell, Minister of State, acting as an aide to Chancellor of the Exchequer Sir Stafford Cripps.

The climactic meeting tomorrow, at which Britain's final proposals will be set forth in such manner as to require unqualified acceptance or rejection by the American delegates, has been set

(*Continued on page 3*)

Mohrstadt President Of Mid-South Allied

MEMPHIS, May 25.—Mid-South Allied convention elected John Mohrstadt, Hayti, Mo., exhibitor, president this afternoon to succeed Edward O. Cullins of Memphis.

Mohrstadt was also re-elected national director to the Allied States board from the Mid-South.

"Due to Allied's efforts, distinct lines between production, distribution and exhibition are becoming apparent in the industry," Trueman Rembusch, national Allied president, told the delegates. He also pointed out that Allied furnished its general counsel, Abram Myers, to lead the industry campaign against the Federal admission tax.

Other officers elected were: Roy

(*Continued on page 3*)

AMUSEMENT INCOME MORE THAN DOUBLED IN A DECADE, SAYS U.S.

WASHINGTON, May 25.—Amusements of all kinds, including motion picture theatres, took in $2,208,147,000 in 1948, against $998,079,000 in 1939, the U. S. Census Bureau reported today.

These figures were gathered in the first postwar nationwide census of business, taken last year but based on 1948 business. The totals exclude Federal and state excise taxes.

The Census Bureau said there were 49,607 establishments in the amusement field at the consumer level in

(*Continued on page 3*)

Selznick Given Main Points in Korda Case

A decision which favors David O. Selznick on major points and Sir Alexander Korda on a number of minor points has been filed with U. S. District Court here by special master Robert P. Patterson in connection with the litigation over interpretation

(*Continued on page 3*)

April Admission Tax Was Up $1,000,000

WASHINGTON, May 25.—General admission tax collections in April, reflecting March box-office business, were slightly over $1,000,000 ahead of April, 1949 collections, according to the U. S. Bureau of Internal Revenue.

This is the first report since the January collections that showed 1950

(*Continued on page 3*)

Levy Raps Bidding, Urges Arbitration

CHATTANOOGA, Tenn., May 25.—Herman M. Levy, general counsel of the Theatre Owners of America, told a state meeting of the Tennessee Theatre Owners Association today that "it is unfortunate that at this late date the charge can be justifiably made

(*Continued on page 2*)

60% of U.A. Stock Offered To Bidders

Sears, Kelly Negotiate With Coast Purchaser

Control of United Artists, represented by 12,000 shares of a stock, a 60 per cent interest, which is held in the company treasury, is being offered for sale in whole or in part, the company announced yesterday.

Authorization for the sale was voted last Friday by the United Artists board of direc-

(*Continued on page 3*)

PCCITO Rules Out Appeals in New Arbitration Set-Up

SAN FRANCISCO, May 25.—An arbitration plan, embodying a conciliation committee of not more than five exhibitors and a three-man arbitration board, has been set in motion in the San Francisco exchange area by the

(*Continued on page 2*)

'U' Board Acts on Seidelman Notice

Following a Universal board meeting here yesterday, company president Nate J. Blumberg announced that Joseph H. Seidelman, foreign operation vice-president, at his own request, will retire at the conclusion of his current contract at the end of this year. Seidelman has agreed to be available for advice and consideration for a period of two years from Jan. 1, 1951, on a non-exclusive basis.

It is understood that most of Seidelman's duties will be assumed by Al Daff, vice-president of the company's foreign division.

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

THE EAGLE AND THE HAWK IS "BEAUTIFULLY DONE."
A Paramount Picture Color by TECHNICOLOR —*Daily Variety*

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, is in Hollywood from New York.

●

HUGH OWEN, Paramount Eastern and Southern sales manager, and his assistant, PHIL ISAACS, are due here Monday from a tour of Eastern branches.

●

MILTON GLADSTONE, Superior Films board chairman, is due here on Thursday from the Coast to start shooting on the SEYMOUR NEBENZAL production, "M."

●

ROBERT HALLIDAY, Warner booker at Indianapolis, has been promoted to salesman at Albany, N. Y., succeeding HARRY FENDRICK who resigned due to illness.

●

ARTHUR HORNBLOW, JR., M-G-M producer, will arrive here from Paris today and will leave for the Coast on Sunday.

●

DAVID A. LIPTON, national director of advertising and publicity for Universal-International, will leave New York today for California.

●

DOUGLAS SHEARER, M-G-M studio sound department head, is due here next week from the Coast.

Dan Terrell Speaks At Final MGM Meet

SAN FRANCISCO, May 25.—Dan Terrell, M-G-M exploitation head, reported on promotional tours for "Annie Get Your Gun" and "Yellow Cab Man" and outlined campaigns for forthcoming product at the company's third and final "Say It With Pictures" sales meeting here today.

William F. Rodgers, sales vice-president, who led a contingent of home office executives and presided, will leave here tomorrow for New York.

Liggett - Florin Now Book for 85 Houses

Liggett-Florin Booking Service has taken on five new accounts, bringing to about 85 the total number of theatres now served in the New York territory. The new additions are the Essex and Astor, Newark; Peekskill Theatre, Peekskill; Colonial, Poughkeepsie, and the Square in the Bronx.

Heston Introduced

Charlton Heston, who makes his first screen appearance in Hal Wallis' "Dark City," Paramount release, met the press at a reception at Toots Shor's here yesterday. Wallis and Paramount were hosts. A single reel containing several scenes from the picture showing Heston was screened.

Mrs. Geiss Joins Lux

Marjorie Thirer Geiss has been appointed advertising-publicity director for Lux Films here.

Asks U.S. to Ease Ills

(*Continued from page 1*)

tries not a party to either the Geneva or Annecy talks. The Committee for Reciprocity Information is hearing representatives of different industries give their views on the Torquay parley, and today Ted Smith, assistant to MPAA international vice-president John McCarthy, testified.

Smith listed Germany, India and Turkey as areas where U. S. negotiators could be especially helpful to the industry, with Austria, Guatemala, Korea and Peru as other spots where some advantage might be won for U.S. film firms.

The MPAA official pointed out that Article 19 of the International Trade Organization Charter says that the only special restriction on films shall be an internal screen quota. The Association hopes that this clause is a purely temporary protective device for foreign film producing countries, Smith said. He declared that the MPAA hoped the need for even this protection would vanish, and that meanwhile, the U. S. negotiators would resist a too-frequent invocation of the quota clause.

Although Germany presents no problem right now, Smith said, the U. S. delegation should keep in mind that Germany has had a bad record in restricting film imports. He pointed out that Germany was the first country to use an import quota, and that it has also used such protective devices as a dubbing tax, import permits and other restrictive measures.

Excessive customs duties in India should be lowered by the Torquay negotiations, Smith declared, and something should be done about the admission tax situation in Turkey, where foreign film showings are taxed almost three times as much as domestic screenings.

The MPAA spokesman concluded with a "plug" for the Association's recently-formed Advisory Unit for Foreign Films. This proves, he said, that the MPAA is practicing what it preaches and is really trying to make a two-way foreign trade lane.

Legion Reviews 16; Rates One As 'C'

Sixteen additional pictures have been reviewed by the National Legion of Decency, with one receiving a "C" rating and two a "B." In the former category is Films International-Pathe Cinema's "Walls of Malapaga," and in the latter category are United Artists' "The Admiral Was a Lady," and 20th Century-Fox's "The Night and the City."

In Class A-I are Columbia's "The Good Humor Man," Republic's "Hills of Oklahoma" and "Salt Lake Raiders," Eagle-Lion's "The Jackie Robinson Story" and Monogram's "Square Dance Katy."

In Class A-II are Universal-International's "Adam and Evalyn," RKO Radio's "Edge of Doom" and "The Secret Fury," Columbia's "In a Lonely Place," Paramount's "The Lawless" and "Sunset Boulevard," Lux Film's "Lost Youth" and Monogram's "A Modern Marriage."

Levy Raps Bidding

(*Continued from page 1*)

that in many instances competitive bidding is still being employed by distributors to collect increased rentals."

On another subject, Levy held that "the industry urgently needs an effective, efficient and reasonable system of arbitration where theatre owners with grievances may go to have their causes defined expediently. We sincerely hope that the coming all-industry conference will successfully pave the way for such a system."

Officers of the local TOA elected here were: J. Solomon, Chattanooga, president; Bill Ruffin, Jr., vice-president, and Emil Bernstecher, Atlanta, secretary-treasurer. In addition, newly-elected directors of the state association include Kermit Stengel, R. B. Wilby, Mose Lebovitz and Walter Morris, immediate past president.

Farewell Lunch to Three French Aides

A farewell luncheon was given to the French industry's three visiting emissaries by the Motion Picture Association of America's advisory unit for foreign films at the Harvard Club here yesterday. They are Georges Lourau and Robert Cravenne, president and executive director, respectively, of Uni-France Film, and Pierre Frogerais, president of the French Producers' Syndicate.

B. Bernard Kreisler, executive director of the advisory unit presided, and speakers included Harry Brandt, president of the Independent Theatre Owners Association; Leo Brecher, president of the Metropolitan Motion Picture Theatres Association and Raymond Treuil, commercial counsellor for the French Embassy.

PCCITO Arbitration

(*Continued from page 1*)

Pacific Coast Conference of Independent Theatre Owners.

Described by 20th Century-Fox sales vice-president Andy W. Smith, Jr., as one which "could easily become a pattern for the entire country," according to the PCCITO, the plan specifically rules against appeals.

The plan was conceived at the PCCITO convention last December, was endorsed by Smith at the 20th-Fox "Showmanship" meeting held several months ago in Chicago, and was launched officially this week following conferences here between Smith and Rotus Harvey, PCCITO president.

Adopted for a "test" in this area under a cooperative arrangement between 20th-Fox and PCCITO, the plan calls for the appointment of one arbitrator by the exhibitor who may be involved and one by the distributor, with the third arbitrator to be appointed by the two already selected.

Decries Phonevision Stock Price Rise

Chicago, May 25. — Recent rise in price for stock in the Zenith Radio subsidiary set up to develop Phonevision was called "unwarranted" by company president E. F. McDonald, Jr., today as he warned a "long, hard fight," faces Phonevision's 90-day test in this area. McDonald blamed part of his troubl[illegible] on the inability to licens[illegible] films for the project.

The market reacted sharply to the statement, with bid quotations dropping from $38 to $22.

L.A. Mayor Propose $4,000,000 Tax

LOS ANGELES, May 25.—Impositio of a 10 per cent theatre tax, or th equivalent of the amount to be relinquished by the U. S. governmen if and when the Federal revenue measure is amended by Congressional action, is proposed by Los Angeles Mayor Fletcher Bowron in budget proposals for 1950-51 presented to th City Council. The measure is suggested as a second choice to a loca cigarette tax, but the latter is regarded as unlikely to be attempted du to the failure of the recent attempt t legislate a state tax on cigarettes.

A spokesman for Fox West Coa said the circuit "unalterably oppos any form of discriminatory taxatio and will fight the city tax plan as has opposed others "successfully" past years.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Bennett
Elizabeth Taylor
"FATHER OF THE BRIDE"
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

HUMPHREY BOGART
"In a Lonely Place"
with GLORIA GRAHAME
A COLUMBIA PICTURE
in Person
FRANKIE LAINE
Miss Patti Page
Pat Henning
Extra
Elliot Lawrence AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Featur Nightly

PAUL DOUGLAS
JEAN PETERS
in "LOVE THAT BRUTE"
ON STAGE
SID CAESAR
with IMOGENE COCA
Extra! FAYE EMERSON
Rox
7th Ave. & 50th St.
20 CENTURY FOX
MOVIES ARE BETTER THAN E

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elznick Wins

(*Continued from page* 1)

he joint distribution contract which e Korda rights to certain Selznick ures and properties in return for znick distribution rights here to eral Korda pictures. Patterson's ision is subject to court approval. 'he decision stipulates that (1) znick is to release promptly in or of Korda's London Films all [illegible]n deposit in escrow from ex- it[illegible]of "The Paradine Case" in the ited Kingdom, at the same time easing London from depositing fur- r funds in escrow, (2) London is deliver promptly to Selznick nega- es of the "The Third Man" and ke formal assignment of the West- 1 Hemisphere rights to Selznick,) London is to make added scenes omptly for Selznick's version of one to Earth" for the Western misphere, or such of those as Selz- k may designate, provided he makes ilable the services of Jennifer nes at overtime pay rates specified written agreements, and the pro- cers are to share the expense of king the scenes, (4) London will iver promptly to Selznick "Gone to rth" for Western Hemisphere ex- ition, with world rights to go to lznick after 10 years from the date initial release.

No Re-takes Needed

Patterson ruled that London has the ght to distribute "Gone to Earth" the Eastern Hemisphere in its pres- t form without retakes or added enes, and Selznick is denied injunc- e relief in this respect. He denied ndon's motion to have the contract scinded, and denied London's claim 250,000 pounds from Selznick. The m, Korda claimed, was due London r distribution of Selznick's "Por- ait of Jennie" in the U. K.

Expenses of putting escrow funds ith Bankers Trust from exhibition "The Third Man" in the U. S. will charged against the funds held in crow. Selznick, it was ruled, is not ititled to secure from Korda costs, penses or counsel fees incurred by e withdrawal of duplicate negatives the picture from the laboratory.

The ruling calls for payment of $6,- 0 for Patterson's services, the ex- ense to be borne equally by the liti- ants.

Selznick, who is in Paris at present, as quoted yesterday by his New ork office as follows: "I am delight- d that this whole Korda business is ow behind us. All that are needed re 10 days to two weeks of retakes nd additional scenes, and I have very hope that we can do those next ionth."

Selznick's counsel in the action was ames V. Hayes of the New York law rm of Donovan, Leisure, Newton, umbard and Irvine, and Milton Kramer. Korda was represented by ouis D. Frolich of Schwartz and rolich.

Mohrstadt President

(*Continued from page* 1)

Cochran, Little Rock, vice-president rom Arkansas; Dwight Blissard, Okolona, vice-president from Missis- ippi; Cullins, Memphis, vice-president rom Tennessee; Lyle Richmond, Sr., Senate, vice-president from Missouri; Whyte Bedford, Hamilton, vice-presi- lent from Alabama; Lyle Richmond, Jr., Senate, secretary-treasurer, and Arthur Rush, Houston, manager.

60% of U.A. Stock Offered

(*Continued from page* 1)

tors, which appointed Gradwell L. Sears, president; Arthur W. Kelly, executive vice-president, and Vitalis L. Chalif, a director, a committee to negotiate for the sale.

The three are on the Coast now and Sears said there last night they had conferred with a prospective purchaser of the treasury shares yesterday but declined to identify the party for the present. He said his committee had not contacted a syndicate headed by Harry Popkin, UA producer, nor did he know such a syndicate existed, but indicated that such an offer would be considered.

Popkin and Joseph Justman, another UA producer, were in conference yesterday in Hollywood and are reported to be attempting to interest other producers in forming a syndicate to bid for the stock.

It was reported in Hollywood that if the deal is consummated it would be followed by executive exchanges except for Sears who would continue as president for the term of his present contract.

Sears, Kelly and Chalif conferred with Bernard Giannini of the Bank of America in San Francisco on Wednesday and went to Hollywood from there yesterday. They are expected back in New York next week to make a report to the UA board.

Mary Pickford and Charles Chaplin, owners of UA, each hold 4,000 shares, or 40 per cent of the total stock. The 12,000 shares being offered for sale was held at various times by Douglas Fairbanks, D. W. Griffith, Joseph M. Schenck, Samuel Goldwyn, Sir Alexander Korda and David O. Selznick, before being re-purchased by the company when each withdrew from it.

The company has established no selling price for either a bulk or a per-share sale of the 12,000 treasury shares, that being left open to negotiation with prospective purchasers.

Value of the shares being offered is difficult to appraise but probably ranges between $4,500,000 and $5,500,000, on the basis of the most recent sale attempts. It is known that an offer of $4,000,000 recently was rejected by Miss Pickford and Chaplin. Earlier, the two had offered an option to purchase their stock at $2,700,000 apiece, or $5,400,000 for their 8,000 shares. No deal was concluded and the price probably has depreciated somewhat since.

Despite the fact that 12,000 shares are now being offered for sale, financial circles do not believe that it can bring more than the $5,400,000 asked by Miss Pickford and Chaplin for their 8,000 shares, and may not bring as much. That is because 100 per cent control could be obtained by the purchase of the Pickford-Chaplin shares, which would carry with it company title to the treasury shares. On the other hand, purchase of the 12,000 treasury shares will bring only 60 per cent ownership and would leave Miss Pickford and Chaplin as partners with the new interests, which is not considered a desirable factor among groups which have bid for the holdings of the two in the past.

Past Deals Balked

Inability of Miss Pickford and Chaplin to agree on sales terms has balked several deals in the past, notably one which was brought right up to the signing stage by a syndicate headed by Si Fabian, Fabian Theatres head, several years ago only to have the deal killed by Miss Pickford's last-minute indecision.

Decision by the board to offer the stock for sale was made after Miss Pickford and Chaplin had been advised that the board saw no other alternative unless the company owners advanced new money with which to meet its current obligations. Apparently there was no affirmative response from Miss Pickford and Chaplin and the board approved the sale.

Under the circumstances, there is industry speculation as to whether or not Miss Pickford and Chaplin will reassert themselves should a sale of the stock appear imminent.

UA has adequate product on hand and in view but cash receipts have been lagging for some time. Sears recently asked representatives of producers releasing through the company to be more realistic in their consideration of exhibition deals offered and, simultaneously, the company ceased pre-payment of producers' shares of receipts. It is now paying producers after collections, rather than concurrently with billings, a difference of about three weeks.

Some principals who have examined the United Artists situation recently with a view to acquiring an interest in the company feel that in addition to the approximately $5,000,000 purchase price, another $5,000,000 is needed either for production financing for top outside producers or to place the company itself directly in production. They express the conviction that distribution operations alone are not profitable in today's market.

Amusement Income

(*Continued from page* 1)

1948, against 44,917 in 1939. They employed 331,625 workers in 1948, compared with 223,687 in 1939.

Officials said that while the totals included ball parks, legitimate theatres, bowling alleys, skating rinks and a score of other amusements, by far the largest single category was motion picture theatres. A separate breakdown on nationwide figures for motion picture theatres will be ready in the fall, although the Bureau hopes to start early in July making public separate totals by states.

April Admission Tax

(*Continued from page* 1)

running ahead of 1949. In February, collections were close to $5,500,000 behind 1949 while in March they were about $1,800,000 behind.

The Bureau said that collections in April amounted to $27,394,996 compared with $26,307,280 in the previous April.

Industry officials charge that the Bureau figures are not a true reflection of the industry's economic health, since they do not reflect the increased number of theatres, higher operating costs, or increased competition.

British Terms

(*Continued from page* 1)

for 11:15 A.M. The time was designated in order to give Board of Trade president Harold Wilson an opportunity to make an announcement, if an agreement is reached, in the House of Commons before it adjourns for the Whitsuntide holiday.

No clue to the area of compromise introduced into the discussions Wednesday night by Gaitskell leaked out officially today. However, it is generally assumed to provide for an easing of the British demands on which Wilson and his delegation had been standing earlier.

Dislike Original Offer

They called for reduction of annual film remittances to America by $7,000,000; abrogation of the present 27 permitted uses for unremittable sterling and the investment of such balances either in 10-year government bonds, bearing annual interest but redeemable only at the prevailing rate of exchange at the time, or in British production. Companies investing in production here would be permitted to withdraw an additional 1.4 dollars for every pound so invested.

The American delegation had regarded the demands as wholly unwarranted and unacceptable. That the approach to a compromise at tomorrow's meeting has been opened is evidenced by the wide discussion and careful consideration being given by members of the American delegation to the Gaitskell proposals.

Ginsberg Lists 28

(*Continued from page* 1)

Paramount has also set release plans for about 21 pictures for 1950-51. Most of these have already been completed.

Set to start next month are Billy Wilder's "Ace in the Hole," with Jan Sterling and Barbara Rush, and Bob Hope's "The Lemon Drop Kid," based on a Damon Runyon story.

Crosby, Boyd Co-star

Other productions on the list are: "Pardners," with Bing Crosby and Bill Boyd, to be produced by Paul Jones; "Detective Story," which William Wyler will produce; "The Trial," Frank Capra to produce and direct.

Also, "The Keystone Girl," with Betty Hutton, George Marshall directing, Joseph Sistrom producing, in Technicolor; "The Rise of the Goldbergs," with Gertrude Berg, Mel Epstein producing; "The Dark Wood," Robert Fellows producing; "If I Should Die," Sistrom producing; "Look, Ma, I'm Dancin'!" from the George Abbott play, Sistrom producing, Betty Hutton stars; "Dear Mom," William Holden and Joan Caulfield, Robert Welch producing; "Shane," Fellows producing; "This Is Dynamite," Alan Ladd, Fellows producing; "Carrie Ames," Wyler producing; "Famous," Crosby, Charles Brackett producing.

Also, "Nor All Your Tears," Sistrom producing; "This Side of Happiness," Irving Asher producing; an untitled production which Leo McCarey will produce; "The Greatest Show on Earth," Tehnicolor, Cecil B. DeMille producing.

Now before the cameras are: "Mr. and Miss Anonymous," Joan Fontaine, Ray Milland and Terese Wright, Stevens producing and directing; "A Relative Stranger," Gene Tierney, John Lund and Miriam Hopkins, Brackett producing and Mitchell Leisen directing.

Additionally, Hal Wallis has three scheduled: "That's My Boy," Dean Martin and Jerry Lewis, Cy Howard tentatively set to direct; "Quantrell's Raiders," Burt Lancaster and Wendell Corey, and "Night Man."

William Pine and William Thomas are slated for three for the balance of the year, all in Technicolor: "Passage West," John Payne, Dennis O'Keefe and Arleen Whelan; "Crosswinds" and "Column South," tentative title.

"Know any good steers?"

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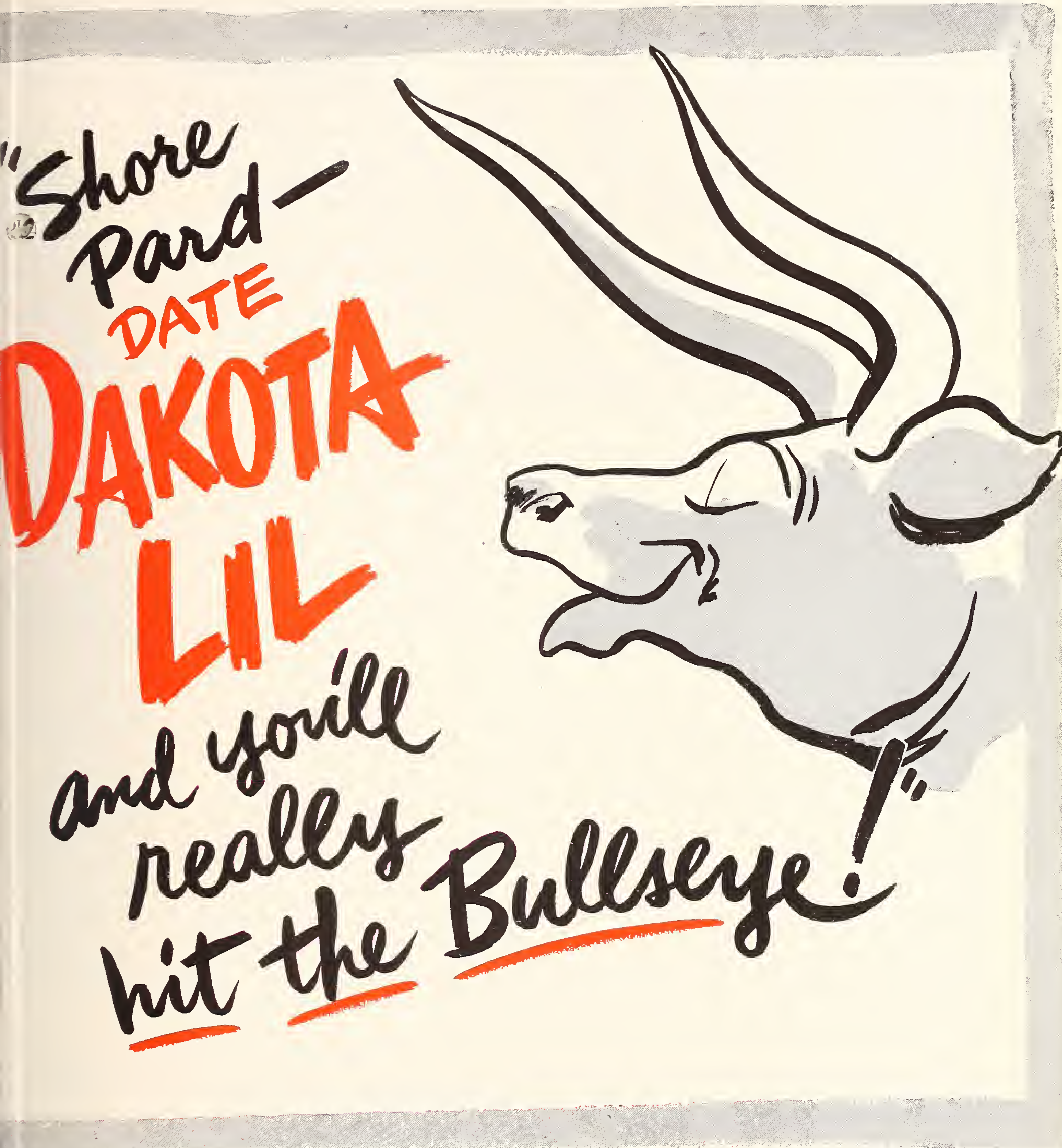
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WHO'S WHO, new ones are arriving. . . . CORPORATIONS, a lot of them are being mad over. . . . THEATRE CIRCUITS, and how different! . . . SERVICES, all still urgent, growing changing. . . . PICTURES, that living catalogue of product. . . . EQUIPMENT AND MATE RIALS, of which you need lots. . . . REORGANIZATIONS, sequels to the Federal suit. . . TRADE ASSOCIATIONS AND ORGANIZATIONS, shaping and reshaping. . . . THE WORL MARKET, which comes to mean much at home. . . . INDUSTRY IN BRITAIN, with issue eternal. . . . NON-THEATRICAL PICTURES, marching on and on. . . . TELEVISION AN RADIO, bound whither? . . . AND MANY MORE.

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NO. 103 NEW YORK, U. S. A., MONDAY, MAY 29, 1950 TEN CENTS

wo Parties repare Bids or UA Stock

okin Gathers Group Buy 12,000 Shares

ollywood, May 28.—The of- by the United Artists board ell 12,000 shares of treasury- stock in the company ap- ed to be still open at the weekend at least two bidders preparing sals for its acquisition.

arry Popkin, who would ad a purchasing group com- sed principally of producers, s continuing to hold meet- gs with parties believed dis- sed to join him in under- ing.

e UA committee authorized by board to negotiate a sale and rised of Gradwell Sears, presi- Arthur W. Kelly, executive vice- dent, and Vitalis L. Chalif, a di- r, continued to withhold the iden-

(*Continued on page 6*)

pect French to operate with PCA

ere are prospects that French res for the American market will oduced in the future with greater zance of the U. S. industry's vol- y Production Code. This was ght out at a press interview here weekend with the trio of French industry representatives at the

(*Continued on page 3*)

igley to Discuss de at Film Board

artin Quigley will engage in an mal discussion of the "character, oses and effects" of the industry's luction Code at a meeting of the York Film Board of Trade here une 7, it was announced at the end by Louis Nizer, counsel for Board.

eakers at previous Film Board ings included Paul Raibourn, vice- dent of Paramount; S. H. Fabian, of Fabian Theatres, and Louis lips, Paramount attorney.

Daff Made U-I Executive V-P

Alfred E. Daff has been appointed executive vice-president of Universal-International Films, Universal's foreign sales subsidiary, assuming the duties of Joseph H. Seidelman, who resigned last week, it was announced on Friday by N. J. Blumberg, president of Universal Pictures. Daff has been a vice-president and sales supervisor since 1944.

Alfred E. Daff

Daff, who has been with Universal since 1920, started as a booker and suburban salesman and received several promotions, including managing director of Universal's Jap-

(*Continued on page 6*)

Fehr and Weisbart in New WB Studio Posts

Hollywood, May 28.—Warner Brothers has established a new studio executive designation—assistant to the producer, and has appointed Rudi Fehr and David Weisbart to fill the newly created posts, with other ap-

(*Continued on page 6*)

PROVISIONAL U.K. PACT TERMS SET

U.K. Pact Terms Await Scrutiny Here

Home office executives at the weekend would make no forecasts on the chances of the British remittance pact proposals being accepted when they are reviewed here late this week or early next. It will take detailed study, most said, before the acceptability of the terms can be determined. Others suggested that counter-proposals and further negotiations in London likely will be necessary.

There was general satisfaction, however, that the British had abandoned their first, drastic position and opened the way to genuine negotiation.

Australia Imports Reach Record 399

By FRANK O'CONNELL

Sydney, May 23 (By Air Mail).—Representing an increase of 59 productions over the previous year, film imports into Australia in 1949 reached an all-time high of 399 in addition to

(*Continued on page 3*)

US Delegation Bringing Proposals Here; London Meet Resumes June 26

By PETER BURNUP

London, May 28.—Britain's proposals for a two-year extension of the Anglo-U. S. film remittance agreement, which include continuance of the $17,250,000 annual remittance, incentives for joint production here and revisions of the permitted uses for blocked sterling, are being returned to New York for consideration by the American companies.

Both sides agreed to resume the discussions here on June 26, with the present agreement, which otherwise would expire June 13, continuing in effect until the negotiations are concluded one way or another.

Under Britain's proposals, continuance of the $17,250,000 annual remittance is to be made contingent upon the maintenance of a scale of production by American companies here

(*Continued on page 3*)

Merged Company Is Closing FC Branches

The bulk of the Film Classics exchanges around the country will be closed and future operations will be concentrated for the most part in Eagle-Lion branches by the new company, Eagle Lion Classics, which resulted from the merger of E-L and FC a week ago.

This was apparent on Friday as William J. Heineman, executive vice-president of the new company, and B. J. Kranze, sales manager, completed a survey of exchange facilities

(*Continued on page 6*)

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Memorial Day, a legal holiday.**

'Majors Working My Side Of the Street', Lippert Says

The extent to which some major companies are increasing production is "criminal," producer-distributor-exhibitor Robert L. Lippert declared in a weekend interview with the trade press.

In the course of the interview, Lippert mentioned Paramount, Warner, RKO Radio and M-G-M but failed to particularize which company he charged with what. Of the four, only M-G-M has announced any material increase in production schedules and most of that has been for the future.

"They are invading my field with

(*Continued on page 6*)

Republic Moves on Its 15th Anniversary

Following a weekend move-over, the home office of Republic Pictures is now housed at 1740 Broadway, New York, in the new Mutual Life Insurance Building, where the company is occupying the 18th and 19th floors, and where it will celebrate its 15th anniversary.

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Personal Mention

NATE BLUMBERG, Universal-International president, is on the Coast from New York.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, is due here on Friday from the West Coast.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, has returned to New York from St. Louis.

•

ANDY W. SMITH, JR., 20th Century-Fox sales vice-president, is due here from the Coast.

•

I. G. GOLDSMITH, British producer, and his wife, VERA CASPARY, writer, will arrive here today from London.

•

MICHAEL CURTIZ, Warner director, has returned to Hollywood from here.

•

JULES LEVEY, independent producer, left here Friday for the Coast.

•

BERT FRIEDLOB, producer, will arrive here today from Hollywood.

Metropolitan Houses Collect for Palsy

New York Metropolitan area theatres are making an outstanding contribution to the current United Cerebral Palsy Associations' campaign to provide facilities for treatment of more than 500,000 CP victims throughout the country, according to Robert Weitman, vice-president of United Paramount Theatres and New York chairman of the campaign.

He points out lobby collections are being conducted in the several hundred member theatres of the Metropolitan Motion Picture Theatres Association, which includes Loew's, RKO, Century, Randforce and other circuits, in the 63 Metropolitan theatres of the Skouras circuit, and in 34 Broadway theatres. Also, over 100 houses in the Brandt circuit are making audience collections.

Scully, O'Keefe Will Address "73" Dinner

W. A. Scully, Universal-International distribution vice-president; A. J. O'Keefe, assistant general sales manager; John M. Olin, president of Olin Industries; several civic leaders; actress Shelley Winters and actor Millard Mitchell will be among the speakers at the dinner for the press which the film company will hold June 1 at the Taft Hotel in New Haven, as one of several events in conjunction with the press premiere there of U-I's "Winchester '73."

Sign Kerz for Art Post

Leo Kerz has been signed as art director for the Arthur Loew production of "Teresa" and will supervise shooting the New York scenes when the cast and crew return here from location in Italy late next month.

Tradewise . . .

By SHERWIN KANE

THERE is plenty of evidence on all sides nowadays of a changed business outlook in every key sector of the industry. The philosophy of gloom, rampant a few months ago, is giving way rapidly to a new and healthy optimism and to concrete and impressive demonstrations of complete confidence in the future.

Over-emphasis of the importance of television competition has been, perhaps, the greatest mistake made by the industry in its days of trial. Too many accepted the symptom as the cause. Too many believed the stories television has spun about itself, that endeavored to make it not merely an addition to the entertainment world, but the whole world itself.

The industry knows now, without in any way belittling the impact of television competition, that confused thinking in the industry gave too much credence to the propaganda of the new entertainment form. In so doing, the job of strengthening our own defenses against the new competition was delayed. We afforded it openings, by permitting our own weaknesses to continue without repair, which made the legends spun about television appear, even among ourselves, to be true.

•

Business analyses in both the distribution and exhibition ends of the business reveal now that the industry has its soft spots, in comparable measure, irrespective of the presence of television competition.

That demonstrates that the ailment was internal. We need not have looked so far afield for the causes and the remedies.

It demonstrates that we are at last on the right track—strengthening and improving the product and methods of selling and presenting it to the public.

As we have said, there are evidences of that on all sides, and the result of it is new confidence, new determination and new purpose on those levels of the industry which feed its thinking and its feeling and translate them into action.

The results should not be long delayed. They can be perceived a-stirring even now.

•

The most spectacular mass demonstration of the new spirit and the new thinking was, of course, the 20th Century-Fox showmanship crusade. Carried out on a national level, it penetrated to the smallest theatre operations and to minor employes therein. Its message was work harder and work better, and we will give you better product to work with.

From it swelled countless individual efforts, each translating the message into action.

Numerous other examples of the new thinking—and positive action—have been coming in a steady stream from unrelated sources. Altogether they spell a healthy future for motion pictures.

To mention but a few of them, you can start with MGM's "Say It With Pictures" campaign, backed up by increased production and huge budgets.

There is H. J. Yates' announcement of one of the most ambitious production programs in Republic's history, and his reminder and reprimand that "The only people who have lost confidence in Hollywood is Hollywood itself."

There have been the sound, analytical reports to stockholders of Paramount Pictures and United Paramount Theatres, doing much to dissipate with countering facts the investing public's impression that television has made motion pictures a has-been for all time to come.

There is the magnificent manual for better business turned out by National Theatres, so complete and down-to-earth that, if its directions were followed faithfully, it would make a successful showman of a newly arrived immigrant from Bechuanaland.

There are the elaborate, showmanly merchandising campaigns, ranking with the best of all time, successfully conceived and executed for "Samson ad Delilah," "Francis," "Cinderella," "Colt .45," "Cheaper by the Dozen," "Annie Get Your Gun," "The Good Humor Man," "Sunset Boulevard" and many more.

The beefing is done. The problems of the day are being solved by action.

• •

Nothing Ever Changes Dep't: The Allied States board, meeting in Memphis last week, found time to discuss charity drives, which it declines to participate in, but passed over industry arbitration, which could be the answer to many basic industry problems.

Newsreel Parade

THE film industry honoring istan Minister Liaquat, the sion Play in Germany, and the Ch rodeo are current newsreel highli Other items include sports and p in the news. Complete contents low:

MOVIETONE NEWS, No. 43—U. S breaker visits Eskimos. F. D. R.'s g son married. Horace Heidt entertains of Berlin airlift. Chimps at St. icecapades of 1950. Judo learned Highboard diving.

NEWS OF THE DAY, No. 277— lights of Canada's flood. Navy icebreak Eskimo village. Germany: Passion Pla sumes. Honor Pakistan Minister Li People: the Duke and Duchess. Eliz Taylor and Conrad Hilton. Motor rodeo, hill climbing.

PARAMOUNT NEWS, No. 80— in Chile. Film industry honors Pal Minister. Passion Play performed ag Oberammergau. People: F.D.R.'s gra weds, Conrad Hilton, Jr., and Eliz Taylor. Auto racing.

TELENEWS DIGEST, No. 21-B— Amboy: blast aftermath. Japan's Pr Taka weds. F.D.R.'s grandson weds. wegian freighter on fire. Jap student nounce U. S. Red airmen desert. S Jake Lamotta and Rocky Graziano si

UNIVERSAL NEWS, No. 355—Pr of Pakistan in Hollywood. Air carni Birmingham, Ala. Germany: Passion St. Louis zoo. Rodeo in Chile. Auto r Germany. Motorcycling uphill.

WARNER PATHE NEWS, No. 82– istan Premier Liaquat honored. Icebr visits Alaska. Papers of Thomas Jef compiled. St. Louis zoo. Ride through Canyon, Idaho. Germany: Passion Motorcycling uphill.

'Bright Leaf' Sta Face Busy Prograr

A parade, beauty contest, radi pearances, press interviews and ception are on a busy agenda fo Coast contingent of stars, heade Patricia Neal, Donald Crisp and J Brown, which will be in Raleigh, on Wednesday for the world pre of Warner's "Bright Leaf" at Ambassador Theatre there.

Gov. W. Kerr Scott, who wi host to the stars at an afternoo and has invited the governors of ginia and South Carolina to join in a peace-pipe-smoking ceremon special tobacco auction will be hel the benefit of the cerebral palsy

Progress Medal to Jo

ROCHESTER, N. Y., May 28.- "outstanding contributions to p graphic science and practice," Loyd A. Jones, head of Koda search laboratories' physics d ment, has been awarded the Progress Medal of the Photog Society of America. The meda be presented to Dr. Jones at th ciety's annual convention in O when he will give the Society's gress Medal address.

Mono.-Lippert Lunch

CHICAGO, May 28.—Monogra Lippert Productions will jointly sor a luncheon on June 27 a Drake Hotel at which I. E. Chad president of the Independent M Picture Producers Association conduct a discussion before loca downstate exhibitors on the pro of independent producers in t market.

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'inish 10 Features; even Are Started

Hollywood, May 28.—The produc- on tally did a little backward slip- ıg, for a loss of three, leaving a tal of 31 in work. Seven pictures ere started, and 10 completed.

Started were: "The Gun" and gain Pioneers," Independent; "Hol- ay Rhythm," Lippert; "Mexican lver," Monogram; "The Great Mis- aid," Paramount; "Frisco Tor- Republic; "Tomahawk," Uni- rsal-International.

Completed were: "The Brave Bulls," Harriet Craig," "Lightning Guns" d "Chain Gang," Columbia; "Bad- en of Arizona," Monogram; "Be- nd the Sunset," Paramount; "North the Great Divide," Republic; "His nd of Woman," RKO-Radio; "New exico," United Artists; "Frenchie," niversal-International.

'ulf States' Frolic

Biloxi, Miss., May 28.—Gulf States lied's two-day frolic at the Buena ista Hotel here and at adjacent Cat land, which replaced the group's nual convention, ended tonight. Ex- bitors and other industry representa- es, and their families were the ests of Gulf States for the outing.

ustralia Imports

(*Continued from page* 1)

e British film, "No Room at the n," which was banned.

There was a heavy increase in films ought in from Britain, but Ameri- n product still comprised 71 per nt of all importations.

The Americans supplied 284 fea- res (an increase of 18 over the pre- ous year), Britain 95 (an increase 34) and other countries 21 (an in- ease of seven).

Of the 399 films passed by the cen- r, 264 were classed suitable for neral exhibition and 135 as not suit- le for children under 16. Jack Alex- ıder, the chief censor, said distribu- rs had been most cooperative. Cuts ere made in 90 features.

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Review

"The Good Humor Man"

(*Columbia*) *Hollywood, May* 28

SLAPSTICK is back and it may be here to stay if the rousing reception given "The Good Humor Man" by the local Pantages Theatres audience is any yardstick. Produced by S. Sylvan Simon and directed by Lloyd Bacon, the picture makes no pretense at being sophisticated but draws riotous laughter from those who like their humor straight, uncomplicated and obvious. The screenplay, by Frank Tashlin, is based on Roy Huggins' *Saturday Evening Post* story, "Appointment with Fear."

The title role gives Jack Carson every opportunity to display his talent and he makes the most of it as the Good Humor man whose love for a private detective's secretary leads to his being chief suspect in an armed robbery case. The story takes many swift and surprising turns and the gags are fast and funny, even including a custard-pie throwing episode. The excellent supporting cast includes Lola Albright, Jean Wallace, George Reeves, Peter Miles and Frank Ferguson.

Running time, 80 minutes. General audience classification. June release.

British Proposals Made

(*Continued from page* 1)

equivalent at least to that prevailing two years ago.

In addition, Britain is offering a 50 per cent remittance incentive to American companies engaging in production here. For every pound ($2.80) invested in production here, an additional remittance of $1.40 would be permitted.

One of the major changes proposed by Britain in the schedule of 27 permitted uses for unremittable sterling is the elimination of the right granted Americans to purchase British films for Western Hemisphere distribution.

Previous deals which have received the approval of the Bank of England, such as the reciprocal arrangements between Universal and Eagle-Lion with J. Arthur Rank, would not be affected by the proposed change. Britain's purpose appears to be a further attempt to direct American funds into British production, since acquisition of Western Hemisphere distribution rights could be acquired by joint investment before a picture is made. Afterward, such rights could be acquired only with the approval of the Bank of England, and would require a dollar instead of a sterling investment.

The British proposals, which include additional changes in the 27 permitted uses, were placed before Eric Johnston, Motion Picture Association of America president; Ellis Arnall and James Mulvey of the Society of Independent Motion Picture Producers, and Joyce O'Hara and F. W. Allport, aides to Johnston, at the "showdown" meeting on Friday.

Also present were: W. M. Neighbors of the U. S. Embassy here as an observer; Harold Wilson, president of the Board of Trade, other BOT, Bank of England and British Treasury officials.

The American delegates, who had previously conferred with their principals in New York by telephone, informed Wilson they were not in a position to accept or reject the British proposals and therefore would return to New York for consultations.

Johnston and O'Hara will leave here tomorrow for Ireland and are due in New York on Wednesday or Thursday. Arnall sailed on the *Mauretania* Saturday, due in New York at the end of the week. Mulvey left for Paris by plane on Friday and will return to New York by plane on Wednesday or Thursday.

It was clear in the negotiations that Wilson is wholly preoccupied with keeping British studios going somehow. Despite the aid of his Film Finance Corp., production here is reaching new lows and without American help the situation appears to be hopeless.

The apprehensions of hard-hit Hollywood unions, however, were borne in mind during the negotiations. Tom O'Brien, Member of Parliament and executive head of the National Association of Theatrical and Kine Employes, and members of the American delegation conferred with Richard F. Walsh, president of IATSE, by phone. Walsh is visiting on the Continent.

Credit for the break which moved the negotiations off dead center after 10 days without progress being made is due Hugh Gaitskell, Minister of State, who opened the way to compromise by Britain and made the provisional understanding possible.

Johnston visited Foreign Secretary Ernest Bevin who, although a sick man, was anxious to remove all obstacles to an Anglo-American understanding.

Johnston had let it be known that he could not negotiate on any basis other than one which provided continuance of the $17¼ millions remittances and that did not require specific large-scale American production in Britain. That left the area for possible agreement entirely within the scope of the permitted uses of blocked sterling. In his telephonic conversations with New York, it was suggested that if the latter changes were of a drastic nature the American delegates should return there for consultation.

The "B" pool arrangements, having become nearly meaningless, anyhow, are understood to be left without change. Under the "B" pool provisions, Britain agrees to add to American remittances sums equal to the earnings of British pictures in the U. S.

The consultations on the British proposals are expected to start in New York in about a week. If an agreement results, the consultations also will provide an opportunity for advance clarification and interpretation of any new terms.

Court Rules Drive-ins Are Not Nuisances

Atlanta, May 28.—Drive-in theatres are legitimate business enterprises as long as they are operated in legitimate locations, according to a decision of Judge Jesse M. Wood of Fulton County superior court in an injunction case brought by six Elberton, Georgia, residents to prevent construction of a drive-in in Elberton.

Judge Wood ordered the injunction against Publix-Lucas Theatres denied and the Elberton residents' petition dismissed.

14 Chicago Houses Resume Giveaways

Chicago, May 28.—In efforts to stimulate business here, a return to "dish night" and other giveaways and gadgets during midweek is being widely adopted.

Houses employing crockery giveaways are: the Loomis, Queen, Marshall, Square, Douglas, Elmo, Oakley, Palace (Cicero), Gold, New Strand, Metropole, Holly, Armitage, Acadia, and Gaelic.

Another promotion is being instituted by six outlying Essaness theatres, which will launch a city-wide "search for young movie stars" contest beginning tomorrow at the Julian, Embassy, Davis, Irving, Byrd and Michigan theatres, contestants to range from age seven to 14. Finalists will receive a role in a 20-minute short to be produced here by Telemovie Productions. It will later be exhibited throughout the country.

French to Cooperate

(*Continued from page* 1)

conclusion of their four-week survey of the U. S. The survey was conducted with the cooperation of the Motion Picture Association of America.

Producer Georges Lourau, spokesman for the French delegation, indicated that "some changes in detail" may appear in future French productions in consequence of the delegates' recent Coast conversations held with Production Code Administrator Joseph I. Breen. The MPAA office here reported at the weekend that the Association "is ready to support all activities of the French industry to find a broader outlet for French films in the American market."

The French delegates, who will return to the U. S. in October to set in motion plans which will be made meanwhile for a French film festival here, foresaw a potentially larger American market for their country's films. Lourau said that, with the MPAA's cooperation, it appears that there will be (1) larger audiences for French films, (2) a greater number of bookings, and (3) greater variety in the types of French pictures exported to the U. S. The last point, it was explained, referred to the bringing here of French films whose content will be different from what American audiences have come to expect in Gallic productions.

In addition to Lourau, the delegates included J. P. Frogerais and Robert Cravenne. They will return to France early this week.

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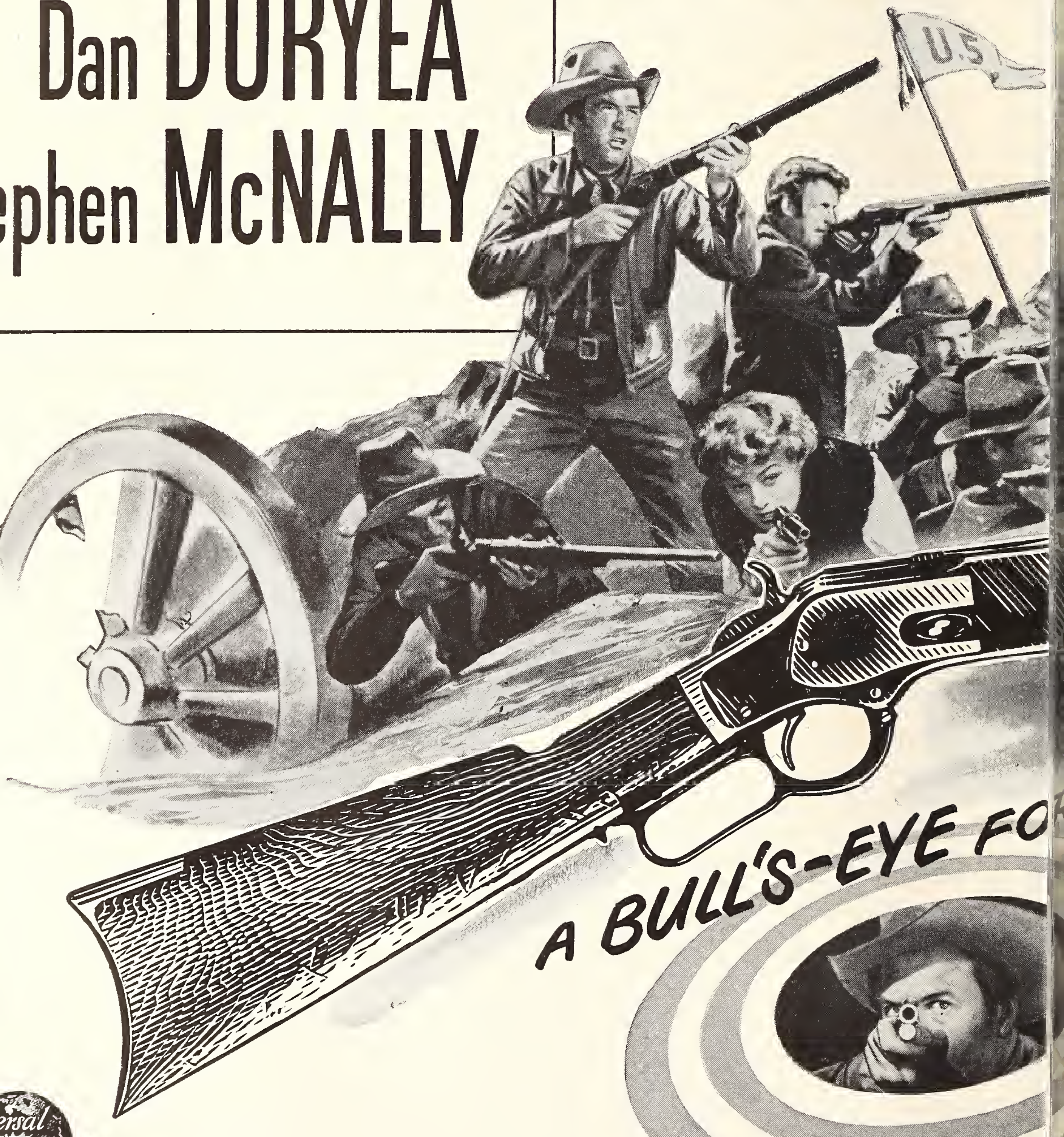
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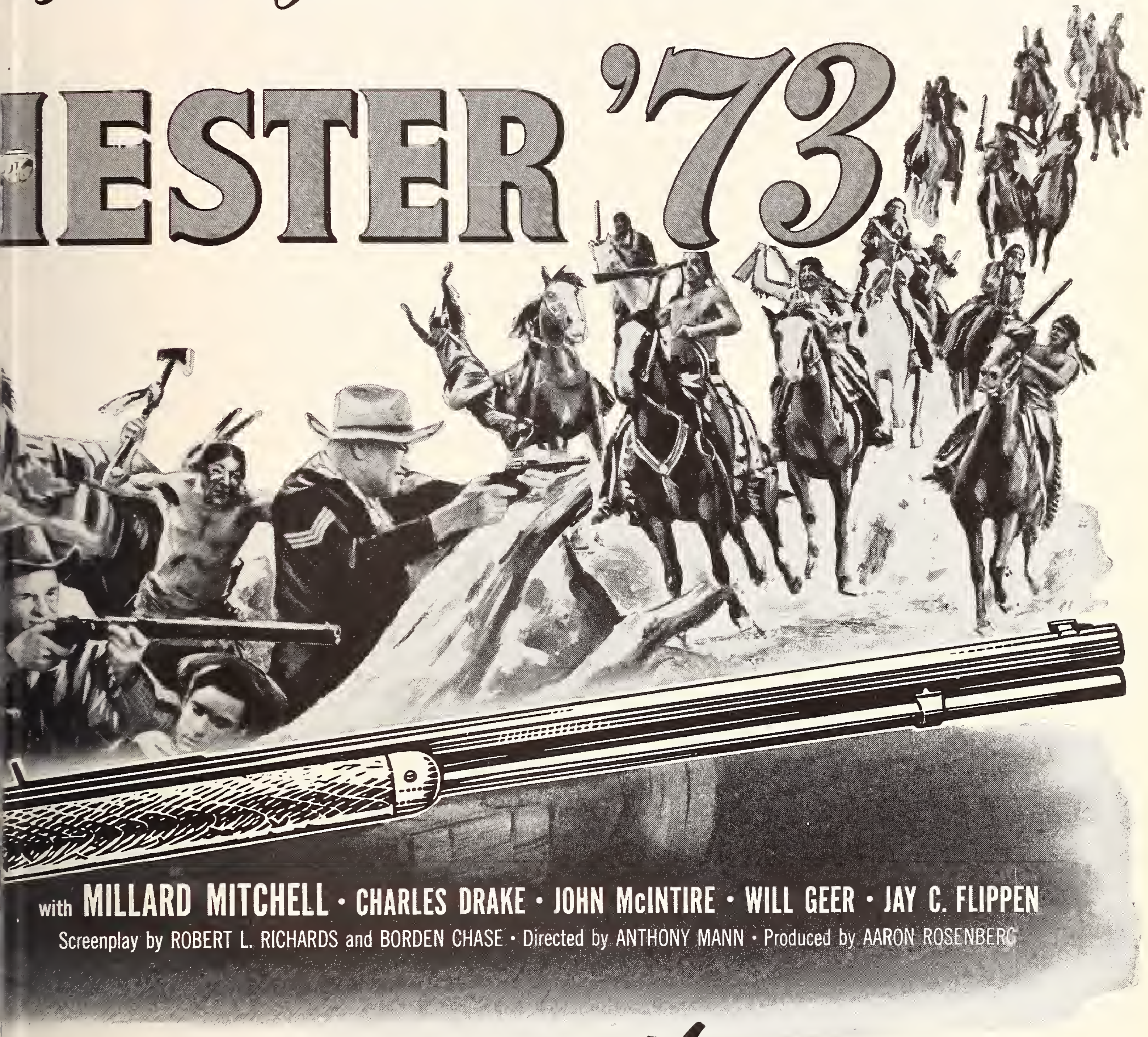

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UA Stock

(*Continued from page* 1)

tity of the prospective purchaser mentioned by Sears Thursday night in the only official comment he has made on the matter. Reports that a third group was preparing to bid for the stock could not be confirmed.

Meanwhile, UA producers not directly concerned in the stock negotiations were told individually by Sears that the board feels the company's best interests will be served if the contemplated transaction can bring the company not only financial resources, but also solid assurances of a continuing supply of top quality product.

Sam Katz, mentioned in early reports as a member of the group being formed by Popkin, said Friday, on the eve of entraining for Chicago, that he was not actively engaged in the negotiations but had been sounded out on having the proposition brought to him for consideration, which had not yet been done. He said his attitude would depend wholly on the nature of the deal proposed.

The 12,000 shares offered for sale represent 60 per cent of the UA stock and have been accumulated by the treasury as successive owners withdrew from the company. The remaining stock, and control of the company, is owned by Mary Pickford and Charles Chaplin to the amount of 4,000 shares each.

Eight Pre-Releases For Para.'s 'Lawless'

Preceding the July general release date of the William Pine-William Thomas production of "The Lawless," eight pre-release key dates have been set for early June, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

"The Lawless" will have its world premiere at the Aztec Theatre, San Antonio on June 8, and will be followed by pre-release engagements at the Center Theatre, Buffalo; St. Francis, San Francisco; Madison, Detroit; Paramount and Fenway, Boston; Stillman, Cleveland; Center, Fall Fiver, and the Olympic, in New Bedford.

Two Operate Exchange

MINNEAPOLIS, May 28.—Dick Stahl and Morrie Steinman, veteran Minneapolis distributors, have acquired an equal financial interest in the Lippert-North Star independent exchange, Minneapolis, and will be associated in the venture with Julius (Jack) Collier. The latter will continue his interests in the exchange but operations will be handled by Stahl and Steinman.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"So Young, So Bad"

(*Danziger—United Artists*)

SADISTIC conditions prevailing at a corrective home for girls has been used as the basis for an explosive drama in "So Young, So Bad." Shot on location here in the East, there are some good authentic touches in this production of the Danziger Brothers—Edward J. and Harry Lee. Paul Henreid provides the top marquee name as the psychiatrist at the institution, who, in an effort to improve conditions, is constantly embattled with the cruelty and stupidity of officials. The story is an uneven one, sometimes fresh and forceful, at other times, conventional. On the whole, adult audiences should find it diverting and absorbing.

A lot of fresh young talent is used for the roles of the girls at the home. The film focusses on four of them who are sent to the institution for various unfortunate reasons. They are: Anne Francis, Rosita Moreno, Enid Pulver and Anne Jackson. Related largely in retrospect, the story shows how cruelty and neglect are heaped upon the girls until their long-simmering anger boils over and they escape.

With the aid of Catherine McLeod, a social worker, Henreid is finally able to bring about an investigation of conditions and pave the way for improvement. A romantic relationship between the two has also been woven into the screenplay, written by Jean Rouverol and Bernard Vorhaus. Others in the cast are Cecil Clovelly, the institution's suavely villainous head, and Grace Coppin, the invidious matron. Vorhaus also directed.

Running time, 88 minutes. Adult audience classification. Release date, May 26.

MANDEL HERBSTMAN

Lippert Blasts

(*Continued from page* 1)

the "B's" they are turning out," Lippert complained. He added that whereas he produced 32 low-budget pictures this year, he will make only 16 next year as a direct result of the "expensive" "B's" which he says are being made by some majors.

Lippert charged that some distributors are practically "giving away" to the exhibitors some of the additional pictures they have been making. He contended that "50 per cent of the pictures they are turning out are 'B's'." The "monster" of this expanded production set-up is distribution, which has been "hammering away" at the studios to turn out more features so the sales departments' costs can be made to appear lower, Lippert said.

"The public can smell a bad picture today," said Lippert, who owns a circuit of 64 theatres in Northern California and Southern Oregon. The "worst thing" that Hollywood could do in these times, he held, is to increase production without regard to quality.

Lippert, who recently completed a nationwide tour, during which he conferred with exhibitors in all sections, said business in the key cities is off 35 per cent compared with 1948, while the so-called "grind" houses are doing about 25 per cent less business. Neighborhoods are off to about the same extent as the "grinds" are, but theatre business in "controlled country towns" has dropped only five per cent, according to Lippert's analysis of conditions.

FWC Cuts Some Prices

LOS ANGELES, May 28.—Fox West Coast has reduced admissions to 20 cents, typically from 60 cents to 40 cents, at 21 neighborhood houses in this area. The move does not indicate general circuit policy, the company said, but is being made only in areas where diminished employment or similar causes create distressed conditions.

Plan Coast TV City

HOLLYWOOD, May 28.—Plans for the construction of a "television city" on the 15-acre tract at present occupied by the Gilmore Stadium are disclosed by Columbia Broadcasting. The development is tentatively slated to start July 21, 1951.

Merged Company

(*Continued from page* 1)

of the two companies. E-L exchanges are being chosen largely because they provide more space than FC branch offices, and the maximum available space will be required by the new company.

About 50 per cent of the personnel, including branch managers and salesmen, of the two companies will be retained. The rest are being given notice of dismissal. The companies have yet to confer with various employes' unions involved on severance pay.

L. Jack Schlaifer, E-L sales manager and veteran industry sales executive, is being dropped. Arrangements have been made to continue both Leon Brandt, E-L advertising-publicity director, and Syd Gross, FC advertising-publicity director, with the new company. Their duties have not been clearly defined yet, however. Indications are that the personnel of both departments will be cut drastically; that the art departments will be eliminated entirely and permanent field staffs dispensed with.

The new company will maintain 28 exchanges; those already closed by E-L in New Haven, Albany and Omaha will not be reopened.

Daff Promoted

(*Continued from page* 1)

anese subsidiary, in 1935. In 1938 he was appointed Far Eastern supervisor, his territory being enlarged to include all of the Eastern Hemisphere outside of Europe. In 1942 he returned to New York due to the Pacific War and in 1943 he was appointed foreign supervisor. In 1944 he was elected vice-president of U-I.

New WB Studio Posts

(*Continued from page* 1)

pointments being considered, it was disclosed here at the weekend by Jack L. Warner, production vice-president.

Fehr will be assistant to William Jacobs and Weisbart will assist Henry Blanke. The new posts were made necessary, Warner stated, by the heavy production schedules assigned to the two producers. Blanke's agenda has eight screen plays to be prepared for production and Jacobs has nine in work.

$500,000 Fi
At Col. Studi

HOLLYWOOD, May 28.—Ap
mately $500,000 damage was
by a fire which swept a porti
Columbia's ranch studio at Bu
at the weekend.

No injuries resulted from the
which was of undetermined origi
were any negatives lost. Th
completely covered by insur
cording to the company. It wa
second Columbia fire within
weeks, the first having been
Havana exchange.

Presides Over Lunch

CINCINNATI, May 28.—I. E.
wick, president of the Indepe
Motion Picture Producers Asso
and engaged in a 23-city tour
change centers, presided at a lu
for exhibitors here on Friday. C
West, Monogram franchise
here, arranged the affair, whic
held at the Variety Club. Cha
is due in Washington tomorrow

DAYLIGHT
and
OVERNIGHT
DC-6
MAINLINE
300s
11 hrs. onestop
to LOS
ANGELES
"the Hollywood
Leave 11 am, arrive 6:55
"the Los Angele
Leave 11:55 pm, arrive 7:50
Flights operate on Standard ti
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OR, AN AUTHORIZED
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 104 NEW YORK, U. S. A., WEDNESDAY, MAY 31, 1950 TEN CENTS

ohnston Sees 'alsh on U.K. ilming 'Bait'

oduction in England oms as Key Problem

By PETER BURNUP

ONDON, May 30.—Eric Johns- president of the Motion Pic- Association of America, and aide, Joyce O'Hara, flew to lin last night to discuss with ard F. Walsh, president of the SE, who now is visiting there, implications of British proposals continuance of American produc- here as a major condition of a two-year Anglo-U.S. film remit- e agreement.

In return for maintaining the 7,000,000 annual remittance ithout change for another two ears, Britain is asking the merican companies to guaran- e that they will invest as uch in production here dur- g the period as they did dur- g the past two years.

is estimated the American com- ies averaged about 12 pictures per

(Continued on page 6)

tudy Control 'lan for U.K.

ONDON, May 30.—The Cinemato- ph Films Council, the statutory y appointed to advise the British ard of Trade on quota matters, will t here Thursday for a full-dress ate on the Plant Report. It is

(Continued on page 6)

abian and Hellman plit Five Drive-Ins

ALBANY, N. Y., May 30.—Five e-in theatres operated jointly by Fabian and Neil Hellman have n divided, the Mohawk and Sara- a in the Albany area going to bian, and the Lincoln in Phila- phia to Hellman. Fabian and llman have sold their Binghamton ive In to Comerford Theatres.

Business Brisk At NY Runs; 'Father' Huge at $153,000

The current week is an unusually good one for New York's first runs as yesterday's holiday income followed a generally strong weekend. Additionally, Monday's revenue was better than usual for most spots in spite of dismal weather.

The outstanding performer is "Father of the Bride" with the stage presentation at the Music Hall. The show drew about $90,000 Thursday through Sunday and is figured to reach $153,000 in a standout second week. Opening week's take was $150,000 which exceeded earlier estimates.

"Love That Brute" with Sid Caesar and his television revue on stage is headed for an estimated $80,000 in a healthy initial week at the Roxy. "The Big Hangover" with Woody Herman's orchestra on stage is likely to

(Continued on page 4)

U.S. Acts to Jail Lawson and Trumbo

WASHINGTON, May 30.—The government will move speedily now to get John Howard Lawson and Dalton Trumbo started serving their one-year jail sentence, according to the District Attorney's office here.

By a 6 to 2 vote the Supreme Court has refused to reconsider its earlier decision not to review a Court of Appeals order upholding the contempt-of-Congress conviction of the two for-

(Continued on page 6)

COMPO REPORTS 482 SHUT DOWN

Cohen, Heiber and Lutzer Named ELC Division Managers

Milton E. Cohen and Edward E. Heiber, both of Eagle-Lion, will continue with Eagle-Lion Classics as Midwestern and Southern division managers, respectively, when the new organization emerges June 12 out of the consolidation of E-L and Film Classics, and J. L. Lutzer of Film Classics will be carried over into the new firm as West Coast division manager, it was revealed Monday by William J. Heineman, distribution vice-president, and Bernard G. Kranze, general sales manager of ELC.

Clayton Eastman and George Waldman, both of Film Classics, will move over to the new company as New

(Continued on page 4)

Hunter Succeeded by Hake in Para. Post

Harry Hunter, managing director of Paramount Film Service, Ltd., in Australia since 1937, will resign his post to retire from the industry. George Weltner, president of Paramount International Films, has an-

(Continued on page 6)

Figures Gathered for Federal Tax Fight Are Still Incomplete

WASHINGTON, May 30. — More than 482 U. S. theatres have permanently closed their doors during the last six months, according to reports wired to the tax committee of the Council of Motion Picture Organizations.

A release from COMPO's tax committee chairman Abram F. Myers said that 25 of the nation's 32 film delivery territories had reported the closing of 482 theatres during that period. When reports are in from the other seven areas, the total will probably be over 500.

The whopping figure, which surprised even those industry officials who all along have been most pessimistic about business, will provide powerful ammunition in the industry's fight for repeal of the 20 per cent admission tax. Myers said the tax committee hoped that members of the industry would use these figures in contacting their Congressmen and Senators on the need for repeal rather

(Continued on page 6)

Gains in Tour By Chadwick

WASHINGTON, May 30.—I. E. Chadwick, president of the Independent Motion Picture Producers Association, said he has had a "splendid reception and reaction" so far in his cross-country tour to urge exhibitors to increase

(Continued on page 6)

Goldsmith Aims for $2,000,000 Credit

Independent producer I. G. Goldsmith said yesterday he has his sights set on a $2,000,000 revolving credit fund with which to finance his own pictures and is here now discussing a deal with possible backers. He declined to identify the groups or individuals involved beyond saying he

(Continued on page 4)

MPAA to Survey U. S. Drive-Ins This Summer and Publish Data Collected

The research department of the Motion Picture Association of America will conduct a survey of the nation's drive-in theatres during July and August with a view to publishing data concerning every such theatre in the U. S., including those that are closed or under construction.

Paul Raibourn, Paramount vice-president and chairman of MPAA's research committee, said the department will follow the pattern used in its comprehensive industry survey of 1948. MPAA will publish a drive-in theatre directory following completion of the survey, he said.

Included in the data which will be sought from each drive-in is automobile capacity, number of months per year in operation, program policy, frequency of program changes and circuit affiliation, if any.

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's
SUNSET BOULEVARD
A Hollywood Story

MOST TALK-PROVOKING PICTURE SINCE "THE LOST WEEK END"

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

GAEL SULLIVAN, Theatre Owners of America executive director, will return to New York from Houston tomorrow.

•

N. PETER RATHVON, independent film financier, A. SCHNEIDER, Columbia vice-president and treasurer, and MRS. SCHNEIDER; JOSEPH MCCONVILLE, Columbia International president, and MRS. MCCONVILLE; GREGORY PECK and MRS. PECK were among the passengers arriving here yesterday from Europe on the *S. S. Queen Elizabeth.*

•

CATHERINE FALCON, secretary to FELIX SOMMER, Universal-International foreign department executive, will play the role of Yum-Yum in a performance of the "Mikado" to be given June 15 by the 23rd Street Playhouse here.

•

JAMES MILLER, of the Warner studio labor relations department, and MRS. MILLER are the parents of their second son and fifth child, born last week at the Queen of the Angels Hospital, Los Angeles.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, and CHARLES M. REAGAN, sales executive, have returned here from San Francisco.

•

JAMES R. GRAINGER, Republic sales vice-president, returned here Monday from the Coast and a tour of exchanges.

•

ROY KONKRIGHT, Monogram chief accountant, is due here from the Coast for a two-month stay.

Skouras to Paris for Brotherhood Meeting

Spyros P. Skouras, president of 20th Century-Fox, is scheduled to leave over the weekend for Paris, where he will participate in the European conference to create a World Organization for Brotherhood, the company reports. The organization, headed by Dr. Everett D. Clinchy, president of the National Conference of Christians and Jews, will hold its meeting June 8-11 at UNESCO House in the French capital.

Skouras is scheduled to take part in the seminar on "Inter-group Education Through the Media of Information," slated for June 9.

On 'Lawless' Tour

Lalo Rios, young Mexican-American player in "The Lawless," yesterday departed on a tour of seven major cities ahead of the first openings of the Paramount picture, produced by William Pine and William Thomas.

50c Republic Dividend

Republic Pictures' board of directors on Monday declared a dividend of 50 cents per share on preferred stock, payable July 1 to stockholders of record on June 12.

263 from New York and Field To Attend Coast Para. Meet

Approximately 263 home office executives and field representatives will attend the Paramount national sales convention in Los Angeles June 12-14, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. This will be the company's first national sales meeting in nearly a decade.

The home office group will include: Barney Balaban, Paramount president; Adolph Zukor, chairman of the board; Paul A. Raibourn, vice-president in charge of budget and planning; Schwalberg; E. K. "Ted" O'Shea, vice-president of the distributing company; George Weltner, president of Paramount International; Oscar A. Morgan, general sales manager for short subjects and Paramount News; Monroe Goodman, executive aide to Schwalberg; Hugh Owen, Eastern-Southern division manager; A. M. Kane, assistant Eastern-Southern division manager; Fred Leroy, head of the statistical department; Joseph A. Walsh, head of branch operation; Arthur Dunne, head of the contract department; Martin Friedman, head of the playdate department; Louis Phillips, assistant general counsel; Lawrence Flynn, head of the traffic department; Russell Holman, Eastern production manager, and Hiller Innes, assistant Eastern production manager.

The advertising, publicity and exploitation department will be represented by its director, Max E. Youngstein; Jerry Pickman, assistant director; Sid Blumenstock, advertising manager; Mort Nathanson, publicity manager; Sid Mesibov, exploitation manager; Robert Montgomery; Carl Clausen, department controller, and John Tassos, field exploiteer.

Sears Group Back, No Stock Price Set

Gradwell Sears, president of United Artists; executive vice-president Arthur W. Kelly, and board member Vitalis Chalif have returned to New York from Coast conferences on the UA offer to sell its 60 per cent treasury-held stock interest.

Sears, Kelly and Chalif were appointed by the UA board as a committee to negotiate, with no actual price tag placed on the stock. It is said here that the "highest reasonable offer" will determine a sale.

Persons close to the situation state here that the offer has stirred "considerable interest in various parts of the country," and is not limited to Hollywood, where Harry Popkin and Joseph Justman, among others, are known to have given a possible deal some consideration.

As of late Monday there had been no UA board meeting scheduled to hear the committee's report on West Coast conferences on sale of the stock.

Eleven clerical workers have been dismissed by United Artists following revision of operation of its home office playdate department.

Elect Bent, Walker To Board of RKO

Maurice H. Bent and J. Miller Walker were elected members of the RKO board of directors at a meeting here Monday, Ned E. Depinet, president, has announced. They fill the vacancies on the board created by the recent resignations of L. Lawrence Green and Frederick L. Ehrman.

Noah Dietrich, chairman of the board of RKO, was also elected chairman of the board of RKO Radio Pictures, Inc.

Bent was for some years a partner of Merrill, Lynch, Pierce, Fenner and Beane and is now associated with that firm. Walker is vice-president and secretary of RKO.

Four-Reeler on Holy Year from 20th-Fox

Celebration of Holy Year in Rome has been filmed by 20th Century-Fox for a four-reel feature to be released this summer. Produced by Edmund Reek and directed by Anthony Muto, the film is entitled "Holy Year, 1950." Father Robert I. Gannon, former president of Fordham University, will act as narrator.

$23,333 for Charity

A total of $23,333 of a $35,000 quota has been raised to date by the amusement division of the Special Cardinal's Committee of the Laity in the 1950 annual fund appeal of New York Catholic Charities, it is announced by John J. O'Connor, division chairman, and Bert Sanford, vice-chairman.

Raleigh Ready for 'Bright Leaf' Debut

RALEIGH, May 30.—Backed by an intensive advance campaign, Warner's "Bright Leaf" will open at the Ambassador here tomorrow in full-dress premiere fashion. Patricia Neal and Donald Crisp, who appear in the film, will be here to participate in the scheduled events, including a tobacco festival. Gov. Kerr is scheduled to lead a parade to the state capitol. The opening will be followed by 292 other engagements in the South.

Aldine Books 'Congolaise'

PHILADELPHIA, May 30.—"Congolaise," the African adventure feature, which is now playing at the Times Square Rialto, New York, on a holdover, and in Milwaukee, has been booked into the downtown Aldine Theatre here, it is reported by Jack Rieger whose Trinity Picture owns rights to the production.

Col. Stoopnagle, 52

BOSTON, May 30.—F. Chase Taylor, 52, radio, screen and stage performer known professionally as Col. Lemuel Q. Stoopnagle, died here on Monday at the New England Baptist Hospital following a long illness.

NEWS in Brief . .

NEWSPAPER, magazine and
correspondents will leave
tomorrow on a chartered trai
New Haven as the guests of Univ
International at a press premie
"Winchester '73," to be held a
Shubert Theatre there tom
night. Joint sponsor of the
the Winchester Repeating
a division of Olin Industries; v
plant is in New Haven.

•

The Warner Club's annual
ride and outing will be hel
June 23, with a sail up the Hı
River to Bear Mountain.

•

DETROIT, May 30.—The Gol
Zimmer Theater Enterprises ha
gun operations in Detroit, ma
the return to exhibition of Jack
har, active head of the venture.
Zimmer, former United Artists
man and Goldhar's son-in-law, i
sociated with him. Ben Waschı
recently general manager of
Drive-in Theatres, will be in cl
of operations.

•

CLEVELAND, May 30.—Fire o
known origin at East Liverpool c
$100,000 damage to the Ame
Theatre, operated by the A. G.
stant Circuit. The audience lo
orderly fashion just before flames
around the proscenium arch. N
was injured.

Full Promotion fo RKO Pathe's 'Post

RKO Pathe's "Trading Post"
ing given an intensive, three-pr
publicity push by the Motion P
Association of America, whic
sponsoring the short as the six
its public affairs series; by the
chandise Mart, Chicago, which i
subject of the film, and by the pr
ing company, according to M
here. MPAA is calling attenti
the short because it is "symbol
America's abundance, opportunit
spectacular commercial progress.

NEW YORK THEATR

RADIO CITY MUSIC HAL
Rockefeller Center
Spencer Tracy - Joan Benne
Elizabeth Taylor
"FATHER OF THE BRID
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

HUMPHREY BOGART
"In a
Lonely Place"
with GLORIA GRAHAME
A COLUMBIA PICTURE
In Perso
FRANKIE LA
Miss Patti Pa
Pat Henning
Extra
Elliot Lawrence
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight F
Night

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(Support The Independence
Savings Bond Drive!)

HEAP
BIG!
ELL IT LIKE
CIRCUS!

SEE! SEE! SEE! SEE! SEE!

THE COSTLIEST MUSICAL EVER MADE!

OH, HOW THE CRITICS RAVE!!!!

"Highest rating! The picture the country's been waiting for!"—NEWS • "Better than the B'way hit show!"—JOURNAL-AMERICAN "A whale of a musical picture!"—TIMES

$4,000,000

LAVISHED BY M-G-M
ON THE MOST EXTRA-
ORDINARY EYE-FILLING
SPECTACLE EVER TO BE
EXHIBITED ON STAGE OR SCREEN!!

BEHOLD IN COLOR BY
TECHNICOLOR

"ANNIE GET YOUR GUN"

2 • WILD WEST SHOWS • 2
800 Horsemen in One Scene!!
INDIANS! RIDING GIRLS!
A THRILLING LOVE STORY!
UPROARIOUS COMEDY!
AND! AND! AND! AND! AND!
10 IRVING BERLIN 10
SONG HITS
INCLUDING:
"There's No Business Like Show Business" • "Anything You Can Do"
"Doin' What Comes Natur'lly" • "The Girl That I Marry"
"Colonel Buffalo Bill" "You Can't Get A Man With A Gun"
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"ANNIE GET YOUR GUN"
COLOR BY
TECHNICOLOR
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BETTY HUTTON
HOWARD KEEL
with LOUIS CALHERN • J. CARROL NAISH
EDWARD ARNOLD • KEENAN WYNN
Screen Play by SIDNEY SHELDON, Based on the Musical Play
with Music and Lyrics by IRVING BERLIN and
Book by HERBERT FIELDS and DOROTHY FIELDS
Musical Numbers Staged by ROBERT ALTON
Directed by GEORGE SIDNEY
Produced by ARTHUR FREED
A Metro-Goldwyn-Mayer Picture

3rd RECORD
WEEK AT
LOEW'S
STATE
45th St. & B'way

"ME GOING TO SCALP RECORDS TOO, WHEN 'ANNIE' COME TO MY TEPEE!"

Decree Violations Denied by 20th-Fox

Washington, May 30.—20th Century-Fox in a brief filed with the Federal Communications Commission on Monday denied that it or other film companies had violated the 1940 consent decree in the Paramount case.

Re-elect Munz Head Of Mich. Cooperative

DETROIT, May 30.—At the annual board of directors meeting of Cooperative Theaters of Michigan, Harold Munz of the Century Theatre was re-elected president and chairman of the board. Delno A. Ritter, circuit operator, was chosen as vice-president and Fred De Lodder, circuit operator, secretary-treasurer.

Harold Smilay of Associated Theaters was appointed a director to replace Alex Schreiber who is moving to California. Irving Goldberg of Community Theaters; J. C. Peck, of Fenton; Saul Korman; Elliot Cohen of the Cohen Circuit and Lew Wisper of the Wisper and Wetsman circuit are other directors.

Mankiewicz Elected President of SDG

HOLLYWOOD, May 30.—The Screen Directors Guild has elected Joseph L. Mankiewicz president; Albert S. Rogell, first vice-president; Lesley Selander, second vice-president; Vernon Keays, secretary, and George Stevens, treasurer.

Robert Rossen won SDG's award for the year's best direction for "All the King's Men."

SEG Reelects Gordon

HOLLYWOOD, May 30.—President Richard H. Gordon and the entire Guild slate of officers and directors of the Screen Extras Guild were winners in the annual mail ballot election.

ELC Division Mgrs.

(Continued from page 1)

England district and New York Metropolitan district managers, respectively, under Cohen.

The following branch managers were retained from among the Eagle-Lion roster: Grover Parsons, Atlanta; Harry Segal, Boston; Harold Keeter, Charlotte; Harry Goldman, Chicago; Albert Glaubinger, Cincinnati; Robert Richardson, Cleveland; Martin Austin, Denver; James Velde, Des Moines; Eugene Tunick, Indianapolis; Eugene Snitz, Kansas City; Sam Milner, Los Angeles; Joseph Imhof, Milwaukee; Abbott Swartz, Minneapolis; George Pabst, New Orleans: Claude York, Oklahoma City; Saul J. Krugman, Philadelphia; Ralph Amacher, Portland; F. J. Lee, St. Louis; Arthur Jolley, Salt Lake City.

The following branch managers were retained from among the Film Classics roster: Manny Brown, Buffalo; Norman Colquhon, Dallas; George Lefko, Detroit; William Lewis, Memphis; John McKenna, New York; Leo Gottlieb, Pitsburgh; Samuel Sobel, San Francisco; William Shartin, Seattle, and Max Cohen, Washington.

Reviews

"Louisa"

(Universal)

"LOUISA" is a delightful comedy of family life, brightened by an original story twist which affords exhibitors who will go to work an outstanding opportunity to bring into their theatres a lot of faces they have never seen before and as many more they may not have seen for a long time.

Spring Byington, as Louisa Norton, brings to her turbulent autumnal romances with Edmund Gwenn and Charles Coburn all the charm, humor, heartbreak and happiness ordinarily found only along the uneven path of first love. As for the suitors, Gwenn and Coburn, they display all the dash, determination, jealousies and vanity, despite their 60-odd years, that is usually associated with romantic youth.

So gracefully and credibly does this trio demonstrate that romance is ageless, their story will have a special appeal for those oldsters who are reputed to attend motion pictures less frequently than any other age group.

Yet "Louisa" is not for them alone. The home to which her romances introduce one crisis after another is presided over by her son, played by Ronald Reagan, and his wife, Ruth Hussey. Their efforts, first to steer mama away from interference in their domestic affairs into a life and interests of her own, and then to shield her from emotional betrayal when romance engulfs her, present problems, and laughs, that will be understood and shared by the heads of households everywhere.

The effects of the domestic turmoil on youth are well depicted by the children of the family, Piper Laurie as the teen-age daughter; Scotty Beckett, as her boy friend, and Jimmy Hunt, as her younger brother. They are authentic reproductions of today's youth, rounding out the cycle which makes "Louisa" a picture for all age groups to enjoy, together or separately. This is not only family entertainment, it is for grandma, grandpa and mothers-in-law, too.

Robert Arthur's production is fine in every detail, as is the direction by Alexander Hall. A synopsis cannot do justice to the story, by Stanley Roberts, which despite its originality, attains its distinctive charm and humor through interpretation by the uniformly fine work of a very competent cast. Reagan's dilemma in finding his boss, Coburn, in love with his mother, Miss Byington, is matched by the latter's dilemma in being impetuously courted by Coburn after her lover's quarrel with Gwenn. In the end, wedding bells chime for the latter to the accompaniment of Coburn's dour prediction that "It won't last." But the 65-year-old honeymooners depart in a shower of rice and old shoes, leaving behind two younger generations to wave wistful and envious farewells.

Running time, 90 minutes. General classification. Release date, not set.

SHERWIN KANE

"My Friend Irma Goes West"

(Paramount)

THE DOORS to slapstick and clowning are swung wide open in this sequel to "My Friend Irma." Pretty much the same characters are on hand to continue the adventures and they include the rambunctious song-and-comedy team of Dean Martin and Jerry Lewis; John Lund as the work-shunning manager of the team; Marie Wilson as the beautiful-but-dumb blonde, and Dianna Lynn as the latter's efficient, ambitious room-mate. Something new has been added in the seductive form of Corinne Calvet, a glamorous French actress who causes some plot complications by her efforts to lure Martin away from Miss Lynn.

The customers certainly will find no shortage of laughs in this Hal Wallis production, though there is not one with a trace of subtlety in it. The audience response was hearty at the New York Paramount Theatre last Friday afternoon where the picture was "sneaked." Merchandise-wise, the picture can be considerably aided by the popularity of the "My Friend Irma" radio program. The screenplay, fashioned by Cy Howard and Parke Levy, is rather similar to a radio serial in that incident follows incident, each an independent entity.

The comedy is launched into motion when a Hollywood producer sees Martin and Lewis on a television show and signs the latter to a long-term contract. The entire group decides to head for the Coast, but en route they discover that the "producer" was actually an escaped lunatic. They wind up in Las Vegas, with matters pretty complicated occupationally and romantically. As a final touch to the imaginative nonsense, Miss Wilson is kidnapped by a gang of ruthless criminals with loose-jointed Lewis finally rescuing her in a happy ending. There are several pleasant numbers Martin delivers in his soothing baritone voice, while Lewis falls in and out of scenes with his zany antics The diverting but flimsy plot has been directed fluidly by Hal Walker. Howard was also associate producer.

Running time, 91 minutes. General audience classification. For July release.

MANDEL HERBTSMAN

Slate 'Irma' Premiere For Las Vegas, Nev.

LAS VEGAS, Nev., May 30.—Hal Wallis' "My Friend Irma Goes West" will have its world premiere June 26 at the El Portal Theatre here. It will be the first event of its kind for this city. Paramount will release the film.

Premiere will be preceded by a press preview at the Flamingo Hotel. On hand for a two-day premiere celebration will be stars Marie Wilson, John Lund, Diana Lynn and Dean Martin and Jerry Lewis.

Legion Honors Hope At K.C. Palsy Rally

KANSAS CITY, May 30.—Bob Hope was honored by the American Legion here yesterday in recognition of his public services during and after the war. The Paramount comedian was presented an award at a benefit show for the current campaign of the United Cerebral Palsy Associations of which Hope is national chairman.

Hope's appearance here was the signal to intensify the drive for funds for medical and hospital care for cerebral palsy victims.

NY Business

(Continued from page 1)

reach $45,000 in a fairly impr first week at the Capitol.

An attractive lobby display, a other lures, is paying off at the terion where "Rocket Ship X- helping itself to a handsome week's take of about $23,000. the Umpire" probably will do $9,000 in a sluggish first week Rivoli.

"Annie Get Your Gun" i its share of the big money State where the second week's is figured at $42,000. This is strong business for the house. Jackie Robinson Story" is goi a good clip at the Astor where $20,000 is in view for the week.

"Caged" with Xavier Cugat chestra on stage is a good perf at the Strand which looks for $36,000 in the second week run. Doing brisk business is Lonely Place" with Frankie Patti Page and Elliot Lawrence chestra on stage at the Parar The show concluded a big second with an estimated $69,000 and until next Wednesday when chester '73" bows in.

"City Lights" is likely to to close to $15,000 in its eight final week at the Globe, thus w up a highly successful engag Curiously, "Lights" is bowing the Globe, despite the consis good take, to open at the off-I way foreign film showcase, the Theatre, on Saturday.

"Johnny Holiday" is dull Mayfair where the second week bring about $5,000. About $4, figured for a mild third we "Adam and Evalyn" at the Park nue. Next at the house will be Rocking Horse Winner" on Ju

Still in the strong-money cl "Third Man" at the Victoria the 17th week's gross is estima $15,000, showing a nice profit the Bijou, "The Red Shoes" ises about $6,500 in its 83rd representing good business.

Selznick Sets Aw For European Fil

LONDON, May 30.—David O. nick has announced an annual " Laurel" award, to be presented Venice Film Festival to the Eu film judged to have contributed to mutual understanding and will between the peoples of the cratic world. Selznick and his Jennifer Jones, are on the Co for a brief holiday and plan to to the U. S. early in June f graduation from school of Sel son.

Goldsmith Aims

(Continued from page 1)

is having talks with a New bank.

When it was suggested th amount of credit he is seeking cated an ambitious production ule, Goldsmith answered that picture may cost about $600,000, fore $2,000,000 was not too g sum."

Goldsmith and his wife, Ver pary, as heads of Gloria Films, ly delivered "Three Husband United Artists for release and completed the shooting of "The geon," also slated for UA.

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YOU sell the greatest entertainment the world has ever known!

YOU have, at your command, the finest advertising facilities ever developed, to sell this entertainment!

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MOVIES ARE BETTER THAN EVER! . . . The real need is for more old-fashioned SHOWMANSHIP . . . the pre-war kind . . . that fought to get patrons . . . and worked to hold them.

There's nothing wrong with showbusiness that YOU can't cure with SHOWMANSHIP . . . SO . . . Let's ALL Get Down To Work! . . . Let's roll-up-our-sleeves and prove to our patrons, that . . .

MOVIES ARE BETTER THAN EVER!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

482 Closing

(Continued from page 1)

than mere reduction of the tax. The figures will certainly be put before the Senate Finance Committee and House Ways and Means Commitee.

Philadelphia and Dallas were the two worst areas, with 71 and 63 closings respectively. Other bad spots were the Atlanta area with 48 closings, Cincinnati with 38, and Detroit with 37. Only one area—Denver — reported no shutdowns.

The original tax committee request to the areas was for information on curtailed operations and attendance declines as well as permanent closings, but apparently it was too complicated to supply all this, and the areas forwarded only information on the shut-downs. In making the figures public today, Myers said that while they were not yet complete, the interest in the survey was so great and the figures might have so important a bearing on the tax fight that the committee was making public what it had, and would make available later the figures from the other areas and any other information that might come in.

Here are the closings reported by each area, in alphabetical order:

Albany, 10; Atlanta, 48; Boston, 27; Buffalo, 7; Charlotte, 5; Chicago, 21; Cincinnati, 38; Cleveland, 9; Dallas, 63; Denver, 0; Des Moines, 5; Detroit, 37; Indianapolis, 3; Jacksonville-Tampa, 14; Los Angeles, 28; Milwaukee, 8; Minneapolis, 22; New Haven, 1; New Orleans, 18, New York, 5; Omaha, 8; Philadelphia, 71; Pittsburgh, 13; San Francisco, 14; and Seattle, 7.

Still to be heard from are Memphis, Portland, St. Louis, Kansas City, Oklahoma City, Salt Lake City, and Washington.

Lawson and Trumbo

(Continued from page 1)

mer screen writers. There was no high court opinion, merely a note that the petition for rehearing was denied. Justices Black and Douglas said they wanted to hear the case, while Justice Clark took no part.

Lawson and Trumbo were cited for contempt by the House Un-American Activities Committee in connection with its fall 1948 hearings on alleged Communism in Hollywood. They were accused of refusing to answer committee questions on whether they belonged to the Communist Party.

The high court's action is bad news for eight other former Hollywood workers who were also cited for contempt in the 1948 hearings. They agreed to let their cases ride on the outcome of the Lawson-Trumbo appeals. Now the District Attorney's office will ask the District Court here to proceed and find these other eight guilty and sentence them on the basis of the law laid down in the Lawson-Trumbo cases.

These other eight are Ring Lardner, Jr., Adrian Scott, Lester Cole, Herbert Biberman, Edward Dmytryk, Alvah Bessie, Samuel Ornitz and Albert Maltz.

Sets 2nd Short for US

HOLLYWOOD, May 30.—Pete Smith will make a second 'safety first' short at the request of the U. S. Department of Labor, to be titled "Bandage Bait."

Review

"This Side of the Law"

(Warners) *Hallywood, May 30*

THE only uncertain element of this film is its title. Suggesting anything from a Jesse James Western to a conventional cops-and-robbers item, the picture is neither.

Otherwise, everything in the film is quite definite and adds up to a well done, suspenseful box-office thriller. The villain, done to a turn by Robert Douglas as a slick lawyer out to defraud his client of a $3,000,000 estate and murder several people while doing it, gives a vigorous performance. The heroine, alternately a deserted woman and a widow, should prove Viveca Lindfors an actress worthy of a better fate. The hero, whose amazing resemblance to the missing millionaire results in an impersonation and Enoch Arden plot, allows Kent Douglas considerable dramatic opportunity—including a spine-tingling escape from the bottom of a deep, dry well—and calls for at least a pre-legal course in thoroughly understanding the whys and wherefores of the inheritance laws and the seven-year missing heir aspect. (Without a knowledge of legal torts and procedure, the picture is still exciting stuff.)

The other principals are just as definite in shading and, for the most part, unprincipled. Janis Paige plays a scheming sister-in-law of extra-amorous design, whose machinations are ended only by death at the hands of her lawyer-accomplice when she attempts to beat him on a double-cross. Her husband, played by John Alvin, is as weak and weak-livered a rich man's brother as was ever portrayed on or off the screen. To each comes his just deserts, a violent finish to the villainous and a happy ending to the widow and her late husband's double.

Producer Saul Elkins and Director Richard Bare bring Russell Hughes' screenplay, from Richard Sale's story, to audiences with no holds barred when it comes to murder action, quadrangular romance and the other stuff of which such films are successfully made.

Running time, 74 minutes. General audience classification. Release date, June 5.

Chadwick Tour

(Cantinued fram page 1)

bookings of independently-produced films.

Chadwick had met with independent theatre owners in Los Angeles, St. Louis, Houston, Dallas, New Orleans, Memphis and Cincinnati prior to his arrival here Sunday. He was slated to meet with exhibitors here yesterday, and also to discuss with top U. S. officials the need for government loans to independent producers. The Memorial Day weekend and holiday interfered with those plans, however, and Chadwick said his meetings with the government officials and local theatre owners would have to be put off until a return trip to Washington.

Stresses Booking Need

So far, he has been making several points in his talks to exhibitors, the IMPPA official declared. He has pointed out that while it takes 6,000 bookings for a modest independent film to break even, most smaller-budget features made by his members are now getting just about 4,000 bookings, or not paying off. He points out, he said, that independently-produced films can make money for independent exhibitors, and that it is to the advantage of the non-affiliated theatres to increase production of independently-produced features. Finally, he has urged exhibitors to hold their patronage of reissues to "legitimate" reissues.

"The exchanges tell me that the theatres are proving by actual cooperation that they meant what they told me," Chadwick said. "The exhibitors have pledged themselves to do better by us and to restrain and limit their use of reissues."

Chadwick emphasized that more independently-produced films means more work for Hollywood labor, and that one of the main purposes of his tour is to redeem his pledge to the AFL films unions that he will do all he can to boost production and give them more work.

The IMPPA president left here today for Philadelphia. He is slated to arrive in New York on June 2.

U. K. Control

(Continued from page 1)

held likely that chief consideration will be given at the debate to Sir Arnold Plant's recommendation for the establishment of an independent tribunal for the regulation of all motion picture affairs.

Meanwhile, in its annual report the Films Council notes that the Plant Report condemned the present rates of tax as too heavy a burden for the industry in its present state. The Council already has formally advised the Board of Trade that "the share of the total proceeds of the industry taken by the Exchequer is so high as to constitute a serious handicap to the British film industry."

It has been learned that the Cinematograph Exhibitors Association's executive group will meet tomorrow with the Customs and Excise authorities to discuss a suggestion that theatre prices be increased slightly with no relative increase in taxes. Chancellor of the Exchequer Sir Stafford Cripps is understood to be disposed to make such a concession provided the aggregate tax yield remains at its present figure.

The Council's report includes this bleak picture of British production activity: "During 1948 the average number of first feature films in production in the first week of each month was 19; during 1949 the figure dropped to 15, and for the first quarter of 1950 it was only 10. Employment in the main studios has also fallen steeply: in March, 1948, the figure was 7,253; in March, 1949, 5,139, and in March, 1950, 4,104—the lowest figure since a substantial volume of British film production again became practicable after the war."

Duals Down in 'Frisco

SAN FRANCISCO, May 30.—A shift in emphasis to single feature programs is in evidence here, with five out of seven first-runs showing only one feature.

Johnston Se

(Cantinued fram page 1)

year during the past two year tailing an investment of ap mately $14,000,000 total. Tha least, is the sum which Britisl cials hope will be forthcoming production industry here from ican funds in the next two yea

Another incentive being offer the British to help attain that a 50 per cent remittance increa $1.40 for every pound ($2.8 ed in British production. In Britain proposes to halt purcha Western Hemisphere distril rights to British pictures with sterling. The rights could be ac through investment in productio otherwise they would have to b chased with dollars.

U. S. Unions Opposed

Hollywood studio unions are ously opposed to any increase i duction here by American com at the cost of reduction of Holl production and employment. T the reason for the Johnston-O visit to Walsh, whose reactions British proposals undoubtedly carry considerable weight.

On leaving here Johns said: 'The British governm is a tough trader. Neverthel we appreciate the count economic difficulties.

"I believe we will be here one month hence to gotiate a mutually agree deal."

Johnston and Ellis Arnall, dent of the Society of Indep Motion Picture Producers, the American negotiator, will plac British proposals before their pals on their return to America. are expected to return here, p with counter-proposals, for a meeting on June 26.

Arnall 'Unhappy'

On sailing from Southampton the *Mauretania* at the weekend nall said: "I am very unhappy' the British proposals. He ad his original idea was that there be no restrictions imposed up convertibility of American film ings here.

"We are losing money on ou tures," Arnall said. "In 1947 wood employed 20,000 people. it employs 10,000. But Britain big market and we want to ma it."

Hunter Retires

(Continued from page 1)

nounced simultaneously that H successor will be Clay V. Hake, ently of the company's home executive staff.

When Hunter leaves Austral will head for his farm in the St Washington. He began with mount in 1917.

Hake joined Paramount in 19 ter having served with 20th Ce Fox. He represented Paramo South Africa for some time, which he became attached to mount's domestic sales organi until last year, when he joine home office executive staff of mount International as an ai Weltner.

Hunter will remain in his p Sydney until after Hake's arriva July 20.

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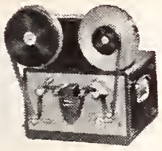

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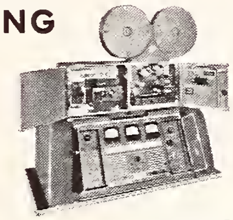

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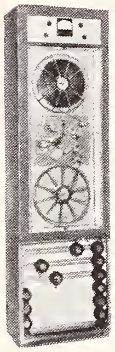

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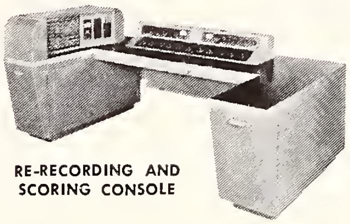

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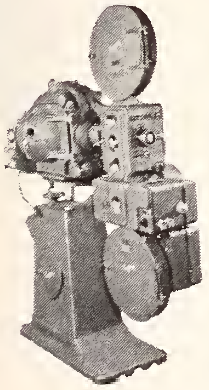

Westrex Master, Advanced and Standard Sound Systems, all using Western Electric Hydro Flutter Suppressors in their sound heads, meet the requirements of every theatre, large or small.

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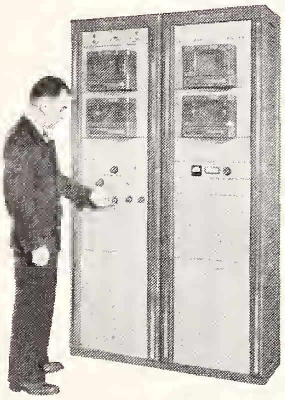

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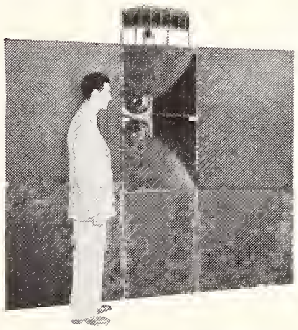

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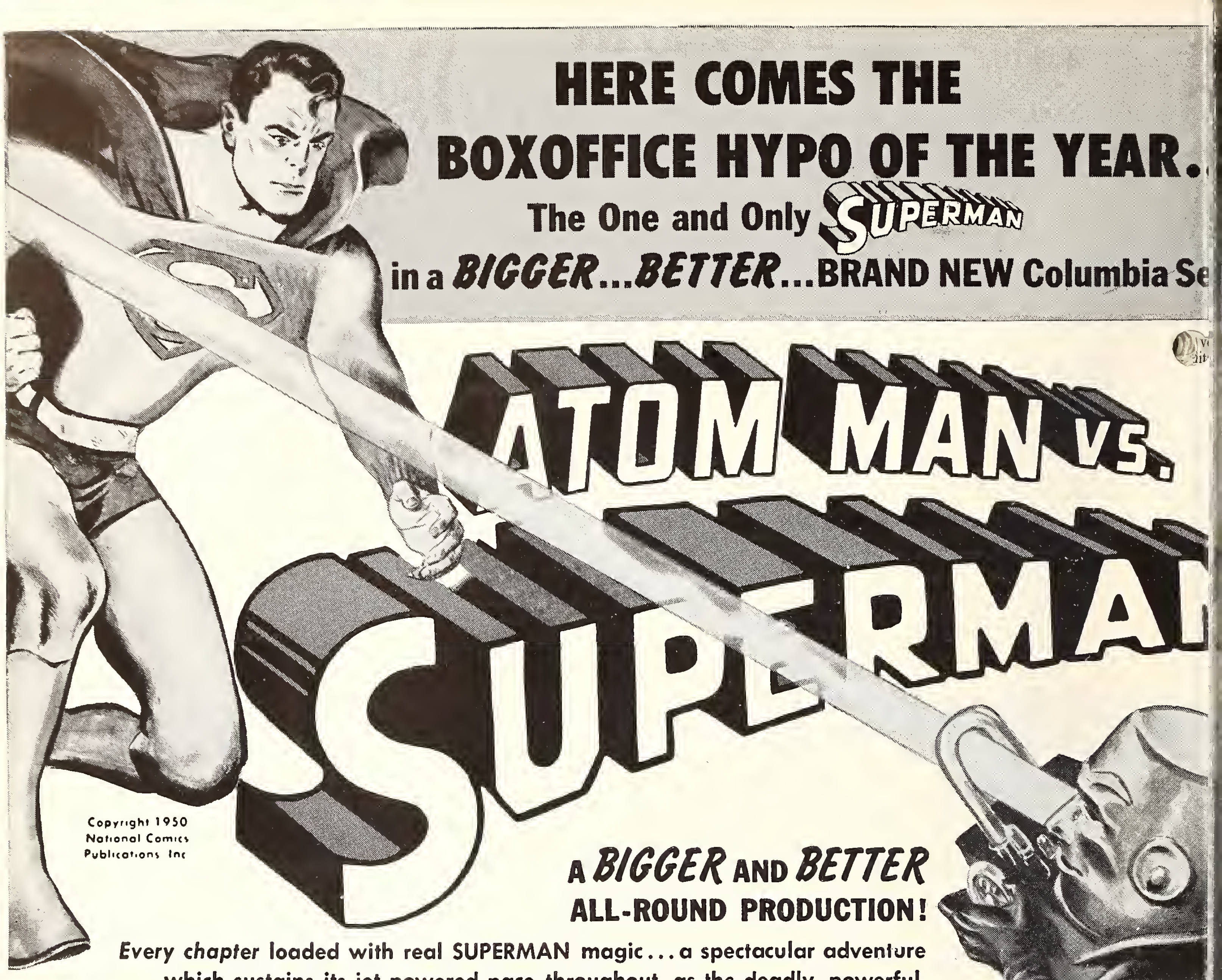

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FCC Hits Phonevision For 'Deluding' Public

Charges Zenith Broke Agreement By Which FCC Granted Permission for Chicago Test; Says No Guaranty of Future for Phonevision

WASHINGTON, May 31.—The Federal Communications Commission today angrily took Zenith Radio Corp. to task for possibly misleading the public into believing its Phonevision system was definitely here to stay.

The Commission also charged the company with taking actions that might limit the FCC's future freedom to decide whether Phonevision should be authorized on a permanent basis.

In a letter to Zenith, answering the company's request to postpone the start of the 90-day Chicago Phonevision test from Feb. 8 to Oct. 1, the Commission recalled that one of the express conditions imposed by the FCC's original temporary authorization for the test was that Zenith "shall avoid any action that might create the impression in the mind of any person or persons that Phonevision has been or will be authorized on a regular basis or that the said authorization constitutes approval by the Commission of the principle of Phonevision or subscription television."

FCC then cited two specific actions of Zenith which, it said, raise a "serious question as to whether your actions have been consistent with the conditions imposed on your special temporary authorization." It ordered Zenith to file a verified statement reporting on these actions and said that the Commission would withhold action on the request for the post-

(Continued on page 4)

'ear Penalty n U.K. Plan)n Production

ɔhnston Gives Report at !PEA Meet Here Today

Some company executives fear a ɔker" in Britain's proposal to ntinue the $17,000,000 annual reittances providing American comnies maintain at least the same volne of production in Britain during e next two years that obtained durg the past two years.

According to their current interpretation of the proposal, Britain is referring to dollar investments in British production. If that is so, it will require 30 per cent more British pounds during the next two years to equal the past two years' investment in British production, due to devaluation of the pound.

The point is expected to be clarified Eric Johnston, Motion Picture ssociation of America president, at meeting of the executive committee

(Continued on page 5)

ohnston and Walsh)iscuss Pact's Effect

By T. J. M. SHEEHY

DUBLIN, May 31.—Effects on Holwood employment of the British oposals for a two-year extension of e Anglo-U.S. film remittance agreeent were discussed here yesterday by ric Johnston, Motion Picture Assoation of America president; his

(Continued on page 5)

'ilm Dividends Are)ff $2,000,000

WASHINGTON, May 31.—Publiclyported cash dividends by motion cture companies during the first ur months of 1950 amounted to 11,053,000, more than $2,000,000 bew the $13,078,000 reported in the

(Continued on page 4)

Plan Procedure for Arbitration Meets; Allied Seen Joining

Conferences in the near future among sales executives are expected to result in an early resolving of the question whether it will be distribution or exhibition that will issue the formal call for an "all-industry" meeting to determine whether a system of industry-wide arbitration can be developed.

This was the situation yesterday as reports from a number of quarters indicated that Allied would join with

(Continued on page 4)

NY Meet on COMPO Program June 7-8

The program and planning committee of the Council of Motion Picture Organizations will meet here June 7-8 to consider the nature and scope of the organization's activities.

The meeting, which will be held in

(Continued on page 4)

Sam Bischoff to Join RKO As a Producer

HOLLYWOOD, May 31.—Independent producer Sam Bischoff is joining RKO Radio as a producer, it was disclosed here by production head Howard Hughes.

Hughes will place Bischoff in a supervisory capacity over a certain portion of the RKO production program.

However, it is understood that the entry of Bischoff into RKO will not in any way affect the independent status of Edmund Grainger or Howard Hawks.

Eagle-Lion Classics Set to Market an 'A' Film Monthly

The sales department of Eagle-Lion Classics, new company which will come into being June 12 from the merger of Eagle-Lion and Film Classics, will be "geared to handle one big 'A' picture a month, together with a 'minimum' of program features," according to distribution vice-president William J. Heineman.

Heineman participated in a trade press conference yesterday together with ELC president William C. MacMillen, Jr., board chairman Joseph Bernhard and general sales manager Bernard Kranze.

Bernhard, who indicated that his principal duty under the new set-up will be to seek out new product, said that while ELC will remain strictly a distributor of independently-produced films, the new company "may have to help producers secure financing."

MacMillen reported that before June 12 a corporate meeting will be held to select a board of directors for ELC. He explained that since E-L and FC will remain corporate entities as long as they individually hold title to certain properties and have obligations outstanding, the boards of the two companies will remain as presently

(Continued on page 4)

Sees Bright Outlook For Independents

Independents are going through a most difficult period now but have the greatest opportunity because of divorcement and the need for product, producer Bert Friedlob asserted here yesterday. Friedlob, who along with

(Continued on page 4)

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

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Personal Mention

EDDIE CANTOR and MRS. CANTOR; LUTHER ADLER, MRS. ADLER and STELLA ADLER; ALEC GUINESS, British actor, and WILLIAM DIETERLE, director, were among the passengers sailing from here yesterday for Europe on the *S.S. Queen Elizabeth.*

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will attend the Allied of New Jersey convention at Atlantic City, June 15-17, and will go from there to the Virginia MPTO convention at Old Point Comfort.

•

HELEN NORMA ROSEN, daughter of SAM ROSEN, Fabian Theatres treasurer, has graduated from Wells College where she was president of her class.

•

JERRY PICKMAN, Paramount assistant advertising-publicity director, will return here today from the Coast.

•

BEN GOETZ, M-G-M British production head, will leave here on June 8 for London.

•

GOTTFRIED REINHARDT, producer, will leave here tomorrow for the Coast.

•

BERNARD JACON, Lux Film sales vice-president, will leave here today by plane for Chicago and St. Louis.

•

STEVE STRASSBERG, Film Classics assistant advertising-publicity director, has left here for Cleveland and Pittsburgh.

•

LARRY GOODMAN, *Film Daily* reporter, will marry JOAN GROBIN in Bethseda, Md., on June 18.

Cowdin Engaged Only In Non-Film Matters

J. Cheever Cowdin, former board chairman of Universal, back in New York after six weeks on the Coast, stated yesterday he is giving his full time to non-film industry business matters. Although he had engaged in Coast discussions on the controlling stock in RKO theatres which Howard Hughes is to dispose of when RKO completes its divorcement, Cowdin denied that he had entered into any tentative agreement or understanding with Hughes on acquisition of the shares.

Harris Silverburg, 52

CHICAGO, May 31.—Burial services will be held on Friday in Detroit for Harris Silverburg, 52, Chicago branch manager for National Screen Service for the past 10 years who died suddenly from a heart attack in Miami Beach, Fla., on Monday while returning to Chicago. Prior to his Chicago position he was manager with the same company in Detroit and was associated with many film companies prior to that. He is survived by the widow, Ethel, a daughter, Los, and a son, Dale. Funeral services will be at Lewis Brothers memorial chapel.

Closings Data May Reach Congressmen Through Local Units

WASHINGTON, May 31.—Abram F. Myers, chairman of the Council of Motion Picture Organization's tax committee, said he still has not decided whether the information compiled by the Committee on recent theatre closings should be forwarded to the House Ways and Means Committee and Senate Finance Committee officially by COMPO or should be called to the attention of individual members by the local territories.

He said a decision would have to be made soon. He expects to release the figures from the missing seven territories tomorrow or Friday.

There is no way of telling whether the 42 closings are a gross or net figure, he declared. He said he thought some of the territories deducted from the closings the number of new theatres while others did not. But there is no accurate count on this. Myers said he did not know how many theatres normally close during any six-month period, but that "it certainly is nothing like this figure."

ACLU Brief Backs 'Boundaries' Appeal

Arguing in a "friend of the court" brief that motion pictures are entitled to the "free press" protection of the First Amendment, the American Civil Liberties Union will today urge the U. S. Circuit Court of Appeals at New Orleans to reverse a decision of the Atlanta Federal District court upholding the banning of "Lost Boundaries" by the Atlanta censor board. The New Orleans court is scheduled to hear arguments on Monday.

In dismissing the original action, the District Court said it was bound by a 1915 U. S. Supreme Court decision which held that films were "entertainment" and not entitled to "free press" protection. The ACLU brief to be filed today asserts that "it is the duty of this court to lay the ghost of that precedent, to undertake its reexamination and to vindicate the fundamental constitutional principle that *every* vehicle of ideas is shielded from censorship."

KTLA Rates Up 25%

HOLLYWOOD, May 31.—Paramount's TV Station KTLA has announced a 25 per cent rate increase, effective today, for all time segments of over one-minute duration. For example, an hour of Class A time, including "live" studio facilities, is advanced from $600 to $750. Spot announcements are increased from $90 to $125. All KTLA clients presently on the air may continue at the old rate for 26 weeks.

Company Changes Name

Effective today, Massce-Barnett, film forwarders here, will be known as Barnett International Forwarders, it is announced by William Barnett, president.

Second N.Y. Meeting On $1 Wage Floor

Albany, N. Y., May 31.—Samuel Rosen, member of the commission appointed by State Industrial Commissioner Edward Corsi to study minimum wages for the amusement business, and Phillip F. Barling, Fabian attorney, will speak at a meeting of Albany district exhibitors in the local Variety Club on June 8. They will report results of New York hearing on June 7. Saul J. Ullman will preside.

Attorney Leonard L. Rosenthal of Albany, will represent a group of independent exhibitors at the New York hearing on the proposed one dollar hourly minimum.

Hendel Named ELC Western Sales Head

James Hendel has been appointed West Coast division manager of Eagle-Lion Classics, it was jointly announced here yesterday by William J. Heineman, vice-president in charge of distribution, and Bernard G. Kranze, general sales manager. Hendel was formerly New York branch manager of Eagle-Lion.

As the divisions now stand, the East is in charge of Milton E. Cohen; Midwest, Edward E. Heiber, and the South, J. L. Lutzer.

U. S. Bond Pressbook Sent to Exhibitors

Exhibitors throughout the nation are receiving a pressbook prepared for the Treasury by the motion picture industry committee for the U. S. Savings Bonds Independence Drive which will aid them in preparing local campaigns. Included are plans for civic events, contests, newspaper editorial and publicity matter and various other exploitations.

Offered by the industry committee for exhibitor use are free posters, ad mats and the free savings bond trailer.

Legion Reviews 7; All Are Approved

Seven additional pictures have been reviewed by the National Legion of Decency with all receiving "A" ratings. In Class A-I are M-G-M's "Happy Years" and "The Next Voice You Hear," and Republic's "The Savage Horde."

In Class A-II are Republic's "The Avengers," Monogram's "Father Makes Good," Columbia's "State Penitentiary," and Warner Brothers' "This Side of the Law."

Award to William Wyler

William Wyler will receive the 1950 One World award for motion pictures at a dinner June 6 at the Waldorf-Astoria here.

Newsreel Parade

QUEEN JULIANA on a visit
France and the marriage of E
peror Hirohito's daughter are curr
newsreel highlights. Other items
clude sports, summer fashions
Bing Crosby playing golf. Comp
contents follow:

MOVIETONE NEWS, No. 44—Chica
trolley-truck collision. Manhattan-Brook
tunnel opening. Russian trawlers in E
lish Channel. Itailan festival. Que[illegible]Juli
visits France. New diving recor[illegible]
Hirohito's daughter weds. Pl[illegible]
Rocky Mountain roads. Boxing. Roller
by. Surf riding.

NEWS OF THE DAY, No. 278—Chic
trolley-truck crash. Hirohito's daug
marries commoner. Mysterious Soviet
in English Channel. Egypt: camel mour
on maneuvers. France hails Queen Juli
Bing Crosby goes golfing. Boxing. Acro
party.

PARAMOUNT NEWS, No. 81—Siar
boxing matches. Paris welcomes Q
Juliana. Chicago: streetcar-truck collis
Daughter of Emperor Hirohito weds a c
moner. Soviet trawlers invade En
Channel. Ancient ceremonial in Italy's
bio. Bing Crosby plays golf.

TELENEWS DIGEST, No. 22-A—
York: Gen. Clay rally. Trygve Lie ret
from Europe. Czechs celebrate libera
U. S. flags reappear in Yugoslavia. Ma
maneuvers. Manhattan - Brooklyn tu
opens. Costa Rica religious monument
stored. Fashions make art news.

UNIVERSAL NEWS, No. 356—
launches new bid for tourists. New
brief: Queen Juliana visits Paris. Em
Hirohito's daughter weds commoner. C
corps in Egypt. Siamese boxing mat
Surf-boarding in Hawaii. Roller derby.

WARNER PATHE NEWS, No.
Queen Juliana visits France. New
Camel corps in Egypt. Fashions for
mer. Sports: golf, boxing. Emperor I
hito's daughter weds. New Jersey:
bats lunch. Churches of America: Mo
Temple in Hawaii.

Three-Hour TV Sh
To End Palsy Driv

A three-hour all-star televi
show starting at nine o'clock on
urday night, June 10, will conc
the United Cerebral Palsy Ass
tions current $5,000,000 camp
Milton Berle will spearhead the sh
it was announced by Bob Hope,
tional chairman of the camp
Robert M. Weitman, New York
chairman, will cooperate in pre
ing the benefit telecast which will
ture a score of stars from sc
stage, radio and television.

Virigina MPTO Sla
Four-day Conventi

RICHMOND, Va., May 31.—Vir
Motion Picture Theatre Owners
hold a four-day convention, sta
June 17 at Old Point Comfort. A
ander Film Co. will make its 62-
yacht available for sight-seeing
around the Hampton Roads area
M-G-M has contributed a rod and
as a prize for some exhibitor.

PAL Reel at N.Y. Theat

Four hundred member theatre
the Metropolitan Motion Picture
atres Association are showing all
week a special appeal trailer in c
eration with the annual drive of
Police Athletic League. There
be no theatre solicitations. The
was prepared by M-G-M's New
the Day and Loew's Theatres.
mentary was provided by Bill S

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James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. W
Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washi
J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lon
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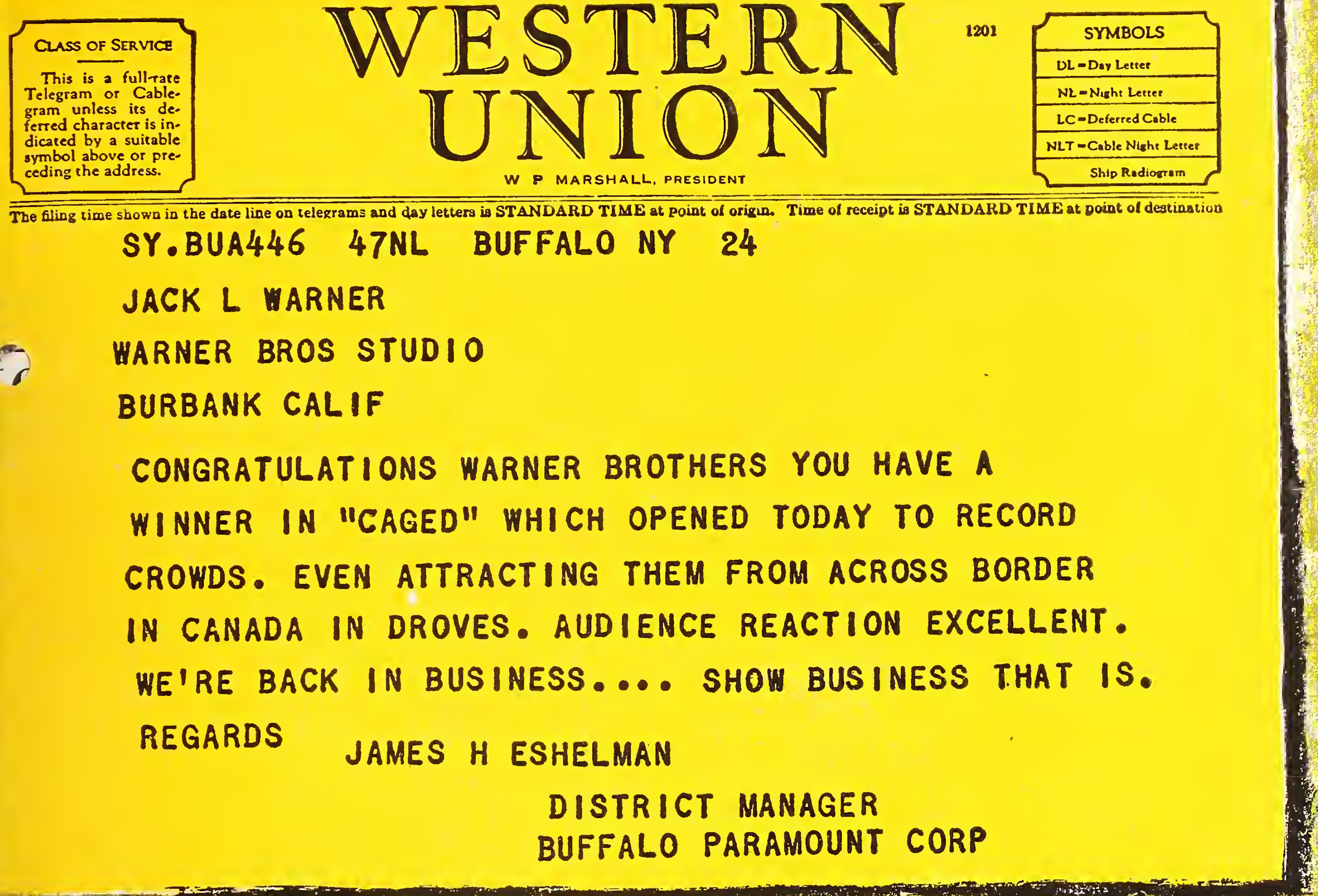

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W P MARSHALL, PRESIDENT

1201

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NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

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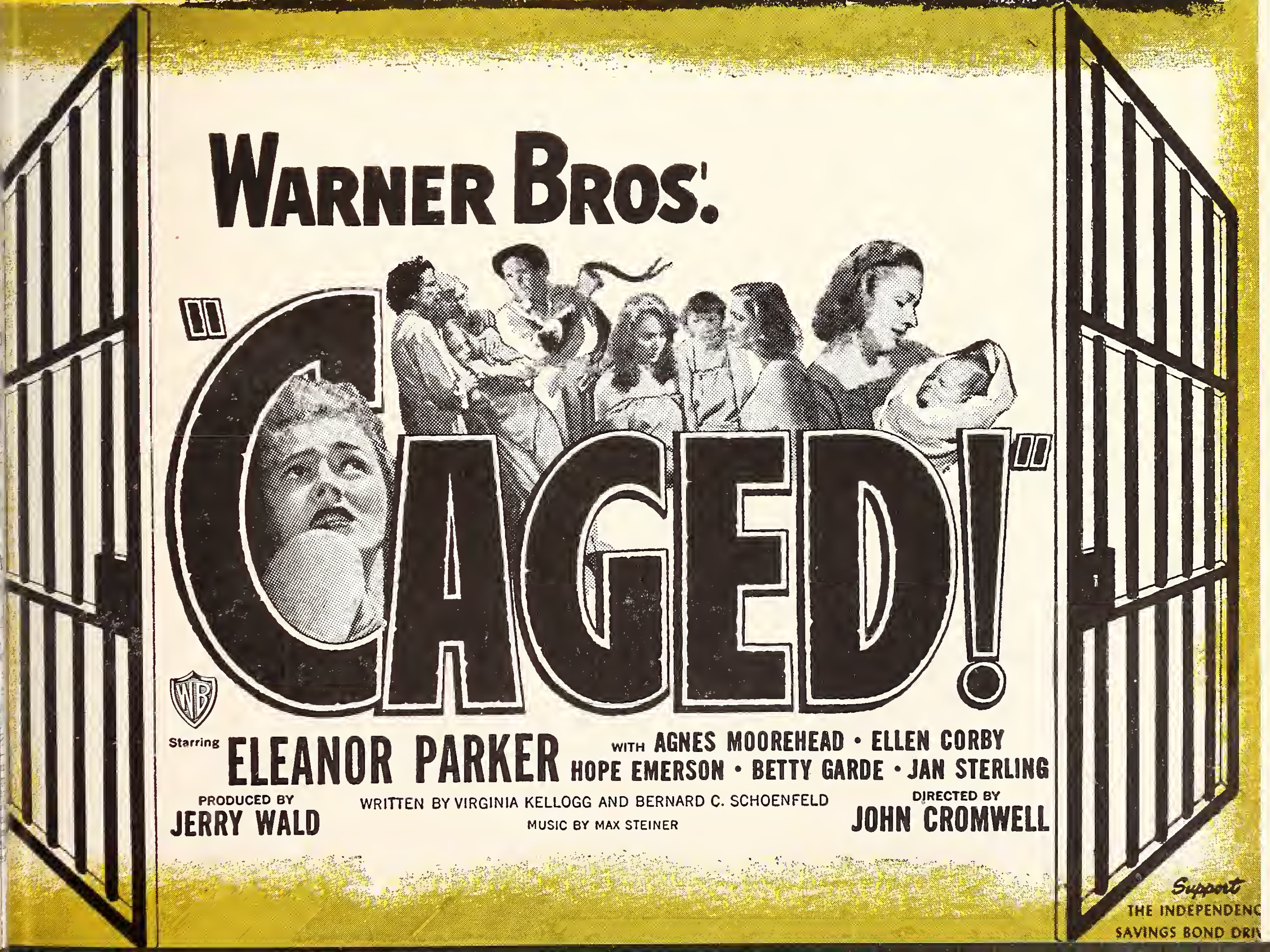
SY.BUA446 47NL BUFFALO NY 24

JACK L WARNER
WARNER BROS STUDIO
BURBANK CALIF

CONGRATULATIONS WARNER BROTHERS YOU HAVE A WINNER IN "CAGED" WHICH OPENED TODAY TO RECORD CROWDS. EVEN ATTRACTING THEM FROM ACROSS BORDER IN CANADA IN DROVES. AUDIENCE REACTION EXCELLENT. WE'RE BACK IN BUSINESS.... SHOW BUSINESS THAT IS.

REGARDS JAMES H ESHELMAN
DISTRICT MANAGER
BUFFALO PARAMOUNT CORP


WARNER BROS.'
"CAGED!"

Starring **ELEANOR PARKER** WITH AGNES MOOREHEAD · ELLEN CORBY HOPE EMERSON · BETTY GARDE · JAN STERLING

PRODUCED BY **JERRY WALD**

WRITTEN BY VIRGINIA KELLOGG AND BERNARD C. SCHOENFELD

MUSIC BY MAX STEINER

DIRECTED BY **JOHN CROMWELL**

Support THE INDEPENDENC
SAVINGS BOND DRI

NEWS in Brief . . .

MOTION Picture Association of America is lending its support to the promotion of "Heart and Soul," new Italian film with English titles, which stars Vittorio De Sica who also directed some sequences. De Sica's last film, "Bicycle Thief," was the subject of a controversy over eligibility for the MPAA's Production Code.

"Heart and Soul" is being handled here by Crest Films. It will open at the Little Cinemet here this month.

•

Los Angeles, May 31. — The Egyptian and Loew's State, United Artists Theatres first-runs which closed May 19 because of booking difficulties with M-G-M., will reopen Saturday with "Annie Get Your Gun."

•

INDIANAPOLIS, May 31.—A testimonial dinner honoring Marc J. Wolf, recently elected chief barker of Variety International, and Trueman T. Rembusch, president of Allied States Association, will be held at the Indianapolis Athletic Club here June 6.

•

Hollywood, May 31.—MacDonald Carey, actor, today announced the formation of an independent producing company in partnership with Victor Halperin, producer.

•

CLEVELAND, May 31.—Jerome Wechsler will be tendered an industry farewell dinner on June 19, the occasion being his transfer from Warner branch manager in Cleveland to manage the Pittsburgh branch where he succeeds F. D. (Dinty) Moore, who was promoted to district manager.

Friedlob Says

(Continued from page 1)

Tay Garnett, heads Thor Productions, independent unit, has just completed "The Fireball," starring Mickey Rooney, for 20th Century-Fox release.

Friedlob pointed out that financing is "not too easy, but with proper product, one can get it."

Thor Productions' schedule calls for five pictures within the next two years. Production on the next film is to start on July 16 although the story has not yet been decided upon, Friedlob declared. At present Thor has rights to three stories, "White Jade," "Early Autumn," and "Forever and a Day."

Friedlob, who is here to discuss an advertising and publicity campaign, said that about 30 television trailers have been made on "The Fireball." The picture, he said, was brought in at a budget "under $1,000,000."

FCC Hits Phonevision

(Continued from page 1)

ponement until this statement is received.

The first action which the Commission objected to was a Feb. 10 letter from Zenith president Eugene F. McDonald to all members of the Radio Manufacturers Association and to Admiral Corp. and Teletone, the two leading non-RMA set-makers. In this letter, the FCC said, McDonald encouraged the manufacturers to install Phonevision unscramblers in their sets by offering them a "contingent credit against future royalties." The FCC declared the letter stated that when Zenith issues licenses in the future for unscramblers it will charge royalties of 50 cents each, but that for every set built and sold in 1950, 1951 and 1952 with unscramblers built according to Zenith specifications, the firm would give a credit of 25 cents.

The Commission pointed out that its original December order said that before Phonevision could be authorized permanently, various serious issues must be determined in public hearing, and that at such a hearing "the Commission should have the widest possible flexibility in determining the issues and promulgating standards. Your actions, on the contrary, tend to destroy that flexibility by encouraging the mass production of receivers containing Phonevision decoder outlets built in accordance with your present standards."

Secondly, the FCC said, various advertisements have appeared concerning Zenith TV receivers and declaring that "Phonevision will soon be here" or that "Phonevision is exclusive with Zenith."

"The Commission is of the opinion," the letter stated, "that the public might be confused as to the true significance of the Phonevision decoder outlets and might easily be misled into believing that Phonevision has been or will soon be adopted by the Commission on a regular basis."

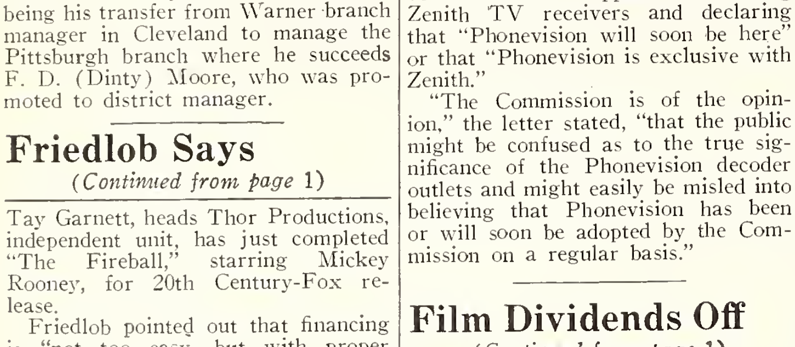
Film Dividends Off

(Continued from page 1)

like 1949 period, the Commerce Department disclosed today.

Practically all of the drop was due to lower reports from RKO for January and April and from Stanley Corp. for January.

The Department made public revised figures for each of the first four months and a new final total for 1949. In January, it said, the industry reported $1,978,000 in dividends against $3,435,000 in Jan., 1949; February, $190,000, against $215,000; March, $5,181,000, against $6,937,000, and April, $3,704,000, against $2,491,000.


AMERICAN to LOS ANGELES
10 hrs. 55 min.
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. Midnight EDT—Ar. 7:55 a.m. PDT

Eagle-Lion Classics

(Continued from page 1)

constituted after the establishment of an ELC board. Once the consolidation is effected officially, MacMillen emphasized, neither E-L or FC will be functioning corporations.

Heineman said the new company will engage in cooperative advertising with exhibitors who are willing to make the necessary financial contribution. According to present indications, the ELC sales chief said, the new company will not set up at once an over-all advertising budget, but rather will arrange budgets for individual pictures as they come along. He said an advertising budget of $475,000 has been established for "Destination Moon." There will be "no ceiling and no bottom" for picture budgets, Heineman explained. He indicated that the size of the budget will be determined by the calibre of the picture.

Bernhard described the new company's role in these words: "Exhibitors have always been crying that they're at the mercy of the big companies, and they always will be as long as they buy pictures according to trade mark and not according to quality. The trade mark has an important effect upon exhibitors. We will have as many fine pictures as any of the other companies. We believe in the buying of pictures according to the picture itself and not according to the company releasing. We don't want a better shake, but we don't want a worse shake."

Bernhard said the financial interests that will have a 25 per cent share of the new company comprise eight individuals, one of whom is Dr. Wilhelm Swillinger, a financial associate of Bernhard.

Gross and Brandt Are Named Co-Heads of ELC's Promotions

Leon Brandt and Syd Gross will be co-directors of advertising-publicity for the new Eagle-Lion Classics, William MacMillen, president, said yesterday. Brandt has headed E-L's advertising-publicity operations during the past year, and Gross has been in charge of the same activity at Film Classics.

MacMillen explained that the co-directorship was agreed upon in view of the considerable extent to which each ad-publicity head was involved in promotional activity on pictures being released by the respective merging companies.

MacMillen said the new company will not have an advertising art department, which means that E-L's art department will be dissolved.

Gross' assistant, Steve Strassberg, will move over to the new company's ad-publicity staff, and the following in that department at E-L will be retained: Jonas Arnold, Lige Brien, Ruth Cosgrove and Phil Cowan.

NY Meet on COMPO

(Continued from page 1)

the board room of Universal, is being called by Nathan Yamins of Allied States, chairman of the committee.

In the course of the two-day session, it is expected that the committee will start evaluation of scores of suggestions and ideas which have been submitted from all segments of the industry for COMPO consideration.

Wolfe Drops 8 Suit On Schine Clearanc

Albany, N. Y., May 31.– Elimination by eight distrib uting companies of clearanc granted Schine's Strand i Carthage over Ernest J Wolfe's Town Hall in Low ville has been followed b signing a stipulation discon tinuing the anti-trust sui which Wolfe filed in U. S District Court here. Th[illegible] attorney Leonard L. [illegible]n thal, Albany, Wolfe brough an action against the "Bi Five" and two Schine com panies; a supplemental com plaint named the "Littl Three."

Carthage had 14 days clear ance over Lowville an Schine agreed to the remova of this.

Arbitration

(Continued from page 1)

Theatre Owners of America and o exhibitor organizations in the cor ence which would be designed to the arbitration ball rolling."

The "ball" is at present in the h of the Motion Picture Associatio America's distribution comm headed by Andy W. Smith, Jr., Century-Fox distribution vice-p dent, who returned to New York Monday from San Francisco w the company joined with the Pa Coast Conference of Independent atre Owners in the launching week of the exhibitor organizati local "test" of a system of arbitra

Early last week TOA invited distribution committee to give its sition on the question as to w branch of the industry is better q ified, particularly from a legal st point, to sound the call for an a tration parley.

Smith said yesterday that a me of the committee on the subject not yet been slated.

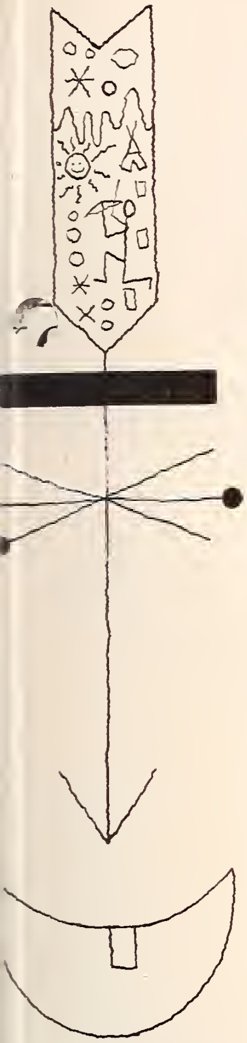
Letters Preceded Bid

The invitation from TOA was ceded by correspondence on the visability of calling a conference went between company presidents TOA president Samuel Pinanski, by the TOA board's approval of a conference.

Notwithstanding reports from M phis last week that the Allied b failed to take action on the subje arbitration at the meeting there, understood that the board act did give considerable attention to matter although such discussions regarded as "informal" rather connected directly with the reg business of the meeting.

These "informal" discussions held between two factions on the lied board, one including those of opinion that there is much to gained and nothing to be lost by ticipation in an all-industry arb tion conference, and the other up of "hands-off die hards." The mer group is understood to have its point, with the result expecte be that Allied will be in a rece mood when the invitation to join all-industry conference is issued t

"Arbitration-conscious" PCCIT understood to be prepared to pa pate in the conference.



a ticket
to tomahawk

With a broad grin,
it is our pleasure
to announce
SEVENTEEN's Picture
of the Month for
June. Our hat's off
to 20th Century-Fox
for a picture that's
sure to tickle our
2,500,000 readers.
You'll see their smiles
spreading to the
7,500,000-strong
teen-age girl
movie market.

seventeen's picture of the month

eventeen

THE ENTERTAINMENT MAGAZINE
FOR HIGH-SCHOOL GIRLS

Reviews

"Father Makes Good"

(*Monogram*) *Hollywood, May* 31

PLEASANT family-type entertainment is conveyed here by Raymond Wilburn and Walter Catlett, the friendly enemies whose small-town rivalries have established a following for this series, are again in conflict in this production by Peter Scully, of a screenplay by D. D. Beauchamp, based on his *Good Housekeeping* magazine story, "Journey at Sunrise." Again humor is the chief ingredient, and surprise contributes the necessary point to a chronicle of small-town life which is exaggerated only sufficiently to induce wholesome laughter. Jean Yarbrough's direction keeps the story skimming along naturally and makes its points without effort.

Story concerns Walburn's opposition to Mayor Catlett's tax on milk, which he seeks to evade by buying a cow which he establishes in his back yard, to the displeasure of his neighbors, who appeal, unsuccessfully, to the Mayor for relief. The Walburn and Catlett sons secretly milk the cow and sell the yield to get pocket money, which gives rise to a rumor that Walburn is in financial straits, and to heal the widening breach between the two men Catlett invites Walburn to deliver the town's Independence Day address. This leads to the firing of an ancient cannon on that holiday morning, with unexpected results which give the picture its surprise ending. Others in the cast are: Cary Gray, Mary Stuart, Barbara Brown, Olin Howlin, Jack Kirkwood, Betty King, George Nokes, Robert Emmett Keane, Mary Field.

Running time, 61 minutes. General audience classification. Release date, not set.

"The Blue Lamp"

(*J. Arthur Rank—Eagle-Lion*)

THE heroism of British policemen and the smooth teamwork set in motion when a crime has been committed is the subject of this Michael Balcon production which comes out a poor contender for the American market. The picture, nevertheless, is a well-knit, semi-documentary, but Hollywood's superiority in the technique causes "Blue Lamp" to burn with a dim light for American picture-goers. Michael Relph was associate producer and Basil Dearden directed from T. E. B. Clarke's screenplay.

The story concerns the man-hunt for a young hoodlum who has killed a policeman in trying to make a get-away after a hold-up. Painstaking, thorough work by the entire police department brings its reward and the picture ends in the rapidly mounting suspense of a chase and ultimate capture of the criminal.

Jack Warner, Dirk Bogarde, Jimmy Hanley and Gladys Henson head the large cast of capable performers.

Running time, 84 minutes. General audience classification. June release.

U. K. Plan

(*Continued from page* 1)

of the Motion Picture Export Association here today. Johnston and his assistant, Joyce O'Hara, are scheduled to arrive here by plane early today from Ireland and cabled ahead from Dublin to arrange for this morning's meeting. Presidents of member MPAA companies comprise the MPEA executive committee.

Johnston, of course, will give a full report on the London negotiations and proposals at today's meeting but particular importance is being attached by some to the exact meaning of the proposal covering investments in British production. If Britain means sterling investments there is less likelihood of opposition to this phase of the plan than there will be if, as some believe, Britain is specifying dollar investments, carrying with them a 30 per cent devaluation penalty.

While Britain is offering a 50 per cent incentive bonus for investment in British production during the next two years in excess of that for the past two years, there also is a 50 per cent penalty if such investments fall below the latter level. It will permit an additional remittance of $1.40 for every pound ($2.80) in excess of the past two-year average invested in British production. On the other hand, there is a corresponding 50 per cent deduction in dollars from the $17,000,000 remittable for any decline in British production investments below the average for the past two years.

The new terms also propose the ending of the so-called "B" pool arrangement under which remittances were augmented by an amount equivalent to the earnings of British pictures in this market. The arrangement had been practically nullified by reciprocal deals concluded by American companies with J. Arthur Rank and other British producers, with the result that the earnings of British pictures involved in such deals were not credited to the "B" pool. However, it was not for that reason that the pool is being ended, it is said.

Mulvey Due Here Today, Arnall at Weekend

James A. Mulvey, member of the American negotiating team for a new Anglo-U.S. film remittance agreement, is scheduled to arrive here from Europe by plane today. Ellis Arnall, the other member of the team, is scheduled to arrive here Saturday.

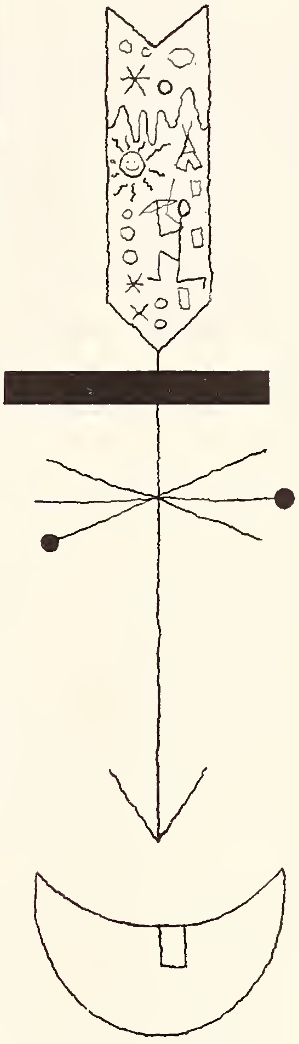
Discuss Pact's Affect

(*Continued from page* 1)

aide, Joyce O'Hara; Richard F. Walsh, president of the IATSE, and Tom O'Brien, Member of Parliament and secretary of the National Association of Theatrical and Kine Employes, British production union.

Following the talks none of the conferees would give any indication of their stand on the British proposals which would commit American film companies to maintenance of the same level of production in Britain during the next two years as that which obtained during the past two years in order to gain continuance of the $17,000,000 annual remittances to the American companies' home offices.

Following the conference, Johnston and O'Hara left here by plane for New York today; Walsh left by plane for Florence, Italy, and O'Brien returned to London.



a ticket
to tomahawk

We're grinning,
too! Our hat's off
to SEVENTEEN
for selecting our
Technicolor comedy
as Picture of the
Month. "A Ticket to
Tomahawk" stars
Dan Dailey and
Anne Baxter; was
directed by Richard
Sale and produced
by Robert Bassler.
SEVENTEEN calls
it "swell fun—salted
with witty twists."

seventeen's picture of the month

20th CENTURY-FOX

ANOTHER REASON WHY
"MOVIES ARE BETTER THAN EVER."

STRENGTH

WHEN YOU NEED IT!

FOR BIG BOXOFFICE MUSCLES . . . *Play*

12 O'CLOCK HIGH
WABASH AVENUE
TECHNICOLOR
CHEAPER BY THE DOZEN
TECHNICOLOR
THREE CAME HOME
THE BIG LIFT
A TICKET TO TOMAHAWK
TECHNICOLOR
NIGHT AND THE CITY
LOVE THAT BRUTE
THE GUNFIGHTER
WHERE THE SIDEWALK ENDS

There's No Business Like **20th CENTURY-FOX** *Business!*

FILE COPY
DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 106 NEW YORK, U. S. A., FRIDAY, JUNE 2, 1950 TEN CENTS

KO Sets Its trongest' or Summer

chrie Cites 8 to Get vy Ad Promotions

a move to stimulate business meet exhibitor needs, RKO) is coming out with the gest summer program in its history during June and July, Robert Mochrie, sales vice-president, asserted here yesterday. He said that eight of the company's top attractions will be released during a 10-week period starting May 27. Furthermore, Mochrie declared, release : productions will be backed by

ert Mochrie

(Continued on page 3)

00 at Premiere 'Winchester '73'

v Haven, June 1.—Universal-iational and Olin Industries, parent of Winchester Repeating Co., were the joint hosts here it of some 2,000 guests at the press premiere of U-I's "Winr '73" at the Shubert Theatre, ing a day of activity led by

(Continued on page 4)

anski Honored for lustry Bond Aid

ton, June 1.—Samuel Pinanski, ent of American Theatres, and al president of the Theatre rs of America, today was award- : honorary degree of Doctor of rt of Oratory by president Del-Moyer Staley of Staley College, line.

: degree, highest to be conferred

(Continued on page 3)

Lightman Circuit Keeps 8 in Final Split with Para.

Memphis, June 1.—Division of 12 theatres jointly owned by Paramount and Richards-Lightman Corp., with the former keeping four and the latter eight, will end the partnership on Saturday and constitute a final settlement under the court decree between Paramount and the Lightman interests, it was announced here tonight by M. A. Lightman, Sr.

Paramount will retain the Rich, Westpoint, Miss., the Lyric and Strand at Tupelo, Miss., and the Princess at Columbus, Miss. Richards-Lightman takes over the Rialto and Strand, Hope, Ark., the Saenger, Malco and Strand, Pinebluff, Ark.; the Paramount, Pastime and a new theatre under construction at Helena, Ark. A cash transaction, the amount of which was not disclosed, also figured in the settlement.

Lay Plans for TOA 'Mid-Century Meet'

Houston, June 1.—Plans for the mid-century convention of the Theatre Owners of America, to be held at the Hotel Shamrock here on Oct. 30-Nov. 2, were laid at a meeting here this week attended by Gael Sullivan, national executive director, and the convention committee headed by R. J. O'Donnell. Other committee members are Al Lever, executive director; Torrence Hudgins, finance officer;

(Continued on page 4)

Brandt Re-elected President of ITOA

Harry Brandt was reelected president of the New York Independent Theatre Owners Association for the 17th consecutive year at the annual meeting at the Hotel Astor here yesterday. Other officers reelected were: David Weinstock, first vice-president; Max A. Cohen, second vice-president; Leon Rosenblatt, treasurer; J. Joshua Goldberg, secretary, and John C. Bolte, Jr., sergeant-at-arms.

Elected third and fourth vice-presidents, respectively, were William

(Continued on page 4)

New Theatre Costs Are Up 70 Per Cent

Construction costs of new theatres in the small-to-medium capacities in typical neighborhood or small-city locations today are up 70 per cent over the pre-war period. This comparison is made in the June issue of *Better Theatres* appearing in the current issue of *Motion Picture Herald*, published today.

The cost of such a theatre today fully equipped, including air-conditioning, is placed at 69 per cent higher than the pre-war level, or nine per cent greater than the increase in admission prices during the same period.

Paramount to Meet Before Convention

Paramount home office executives and division managers will meet at the company's Hollywood studios on June 8-10 for a pre-convention discussion of topics to be placed on the agenda of the national sales convention in Los Angeles June 12-14, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. They also will set preliminary plans for the annual sales drive, which will get underway on Sept. 3.

Those who will attend the division managers' meeting are: Schwalberg, E. K. (Ted) O'Shea, Duke Clark, Jim Donohue, Hugh Owen, George A.

(Continued on page 4)

Lawson and Trumbo To Jail on June 9

Washington, June 1.—John Howard Lawson and Dalton Trumbo will be notified tomorrow to appear in District Court here next Friday, June 9, to pay their $1,000 fine and start serving their one-year jail sentence for having been convicted of contempt of Congress in the 1948 fall hearings of the House Un-American Activities Committee.

The Supreme Court's mandate, refusing to review the conviction, reached the District Court today,

(Continued on page 4)

Defer Decision On British Pact Proposal

MPEA Studying Past Investments As Guide

Decision by the U. S. film companies on the British proposals for a new trade agreement was put off by the executive committee of the Motion Picture Export Association yesterday pending a study of American production investment in England in the past two years, the amount of which must be equalled if, under the British plan, annual remittances of $17,000,000 are to be continued.

Eric A. Johnston, MPEA president, told reporters following the executive meeting here that the study is now being made by Fayette W. Allport, MPAA European manager, in England. He said that until this information is supplied there could not be "any intelligent decision" on the new strategy to be adopted in the

(Continued on page 4)

2,020 Drive-ins in The U.S. and Canada

Some 1,980 drive-ins are in the United States and 40 are in Canada, with a total capacity of 834,239 cars. This statistical story, plus additional information compiled up to press time, will be one of the highlights of the 1950-51 edition of *International Motion Picture Almanac* in which it will be published geographically by states

(Continued on page 3)

Umbreit Leaves RKO For Own Law Practice

Kenneth B. Umbreit, an assistant secretary, copyright advisor and member of the legal staff of RKO, has resigned to enter the general practice of law in New York City, it was disclosed here yesterday by Ned E. Depinet, RKO president.

Umbreit joined RKO in 1930 and participated in practically all legal

(Continued on page 3)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's
SUNSET BOULEVARD
A Hollywood Story

RELEASED IN AUGUST, BUT ALREADY EVERYBODY'S TALKING ABOUT IT!

NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Agreement Reached By ELC and SEG On Merger Effects

A satisfactory arrangement is understood to have been reached by Eagle-Lion Classics and the Screen Employes Guild on workers' issues arising out of the recent merger.

The agreement was concluded yesterday at a meeting of an SEG committee and ELC president William C. MacMillen, Jr.

Although details were unavailable, it was understood that the number of ELC personnel in the SEG jurisdiction to be dismissed was reduced. Approximately 60 come under the SEG unit.

A special SEG membership meeting was held last night to discuss the agreement.

NAB Surveying Film Sources for Video

WASHINGTON, June 1.—The National Association of Broadcasters is undertaking a nationwide survey of sources and costs of film for television use.

The survey, designed to aid television station managers, will probably be of considerable interest to the film industry. Questionnaires have gone to all operating stations, seeking information on source, size, cost and quality of dramatic features, Westerns, short subjects, serials and cartoon films. Publication of results is not expected for a considerable time.

Bypasses Films in Propaganda Probe

WASHINGTON, June 1.—The special House Committee investigating lobbying today asked 166 of the nation's largest business firms to submit detailed accounts of any recent expenditures "designed to influence policy or public opinion on national issues," but it skipped all major film companies.

Among those firms which did get questionnaires from the committee, however, were Western Electric, Eastman Kodak, RCA, American Telephone, General Electric and Westinghouse.

Mild Heart Attack Hospitalizes Sears

Gradwell L. Sears, president of United Artists, suffered a heart attack at his office here early yesterday and was removed to New York Hospital. It was said late in the day that the setback was a mild one and Sears could be expected to return to his office in a short time.

Plan Meeting at Banff

TORONTO, June 1.—Preparations are being made for a meeting of the national committee of the Motion Picture Exhibitors Associations of Canada, to be held during the week of Aug. 14 at Banff, Alberta. A. J. Mason, Springhill, N. S., is chairman of the group comprised of representatives from all regional associations.

Personal Mention

GEORGE DEMBOW, National Screen Service sales vice-president, has returned here from Europe.

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STANTON GRIFFIS, chairman of Paramount's executive committee and U. S. Ambassador to Argentina, was a visitor at the White House yesterday.

•

FRED LEROY of the Paramount Film Distributing Corp., will leave here Monday for the Coast.

•

E. Z. WALTERS, Altec Service comptroller, is here from the Coast.

LOU J. KAUFMAN, Warner Theatres executive, is in New Haven from New York.

•

SOL FRIEDBERG, Universal home office attorney, and MRS. FRIEDBERG became parents of their third child, ROBERT, born this week at St. Joseph's Hospital, Far Rockaway.

•

ANATOLE LITVAK, 20th Century-Fox producer-director, will arrive here today from the Coast en route to Germany.

FCC Rejects Chicago Plea for More TV

WASHINGTON, June 1.—The Federal Communications Commission today turned down the request of Chicago for lifting the television "freeze" for that city.

Chicago pointed out that it had been allocated seven stations but permits were granted only for four. It said that it was at a disadvantage with New York and Los Angeles, where seven stations had been authorized and licensed. The Commission said it did not think Chicago was in a "disadvantageous position" with respect to TV, since it had four stations, pointing out that only New York and Los Angeles had more, and that in both all seven stations had permits granted and work begun before the freeze.

SAG Members Meet To Hear TV Terms

HOLLYWOOD, June 1.—Screen Actors Guild membership is being called to a mass meeting on Sunday to hear its board's recommendations for wages and working conditions covering performers in televised pictures, to be incorporated in contracts which the guild will negotiate. Ronald Reagan, SAG president, will preside.

Hire Sets TV Production

HOLLYWOOD, June 1.—The newly formed David Hire Productions has announced a schedule of 52 half-hour television films annually, starring Guy Madison as Wild Bill Hickock with Andy Devine alongside. It also plans a 39-week series of 15-minute films with the same players. Leonard Picker will produce; Thomas Carr direct.

Forecloses on Film

LOS ANGELES, June 1.—The Bank of America filed a Superior Court suit today asking foreclosure of its mortgage on "Private Affairs of Bel Ami," produced by Loew-Lewin and distributed by United Artists, asserting that $497,627 principal plus $67,543 in interest is due on a $869,000 production loan.

Fisher House Burns

CINCINNATI, June 1.—The American Theatre at East Liverpool, O., destroyed by fire, will be rebuilt according to James Fisher.

20th-Fox Wins Music Rights Suit in Paris

A Paris court has awarded damages to 20th Century-Fox and its subsidiary, Fox Europa, in a suit filed there by a French society, Song of the World, which charged the film, "Iron Curtain," illegally used music by Russian composers, according to press reports reaching here from Paris. The picture was seized last July after the suit was filed.

The French court held that the plaintiff society had not established its legal right to represent all Soviet composers and awarded 3,000,000 francs ($8,400) to 20th-Fox and 500,000 francs ($1,400) to the manager from whose theatre the film was confiscated. The film can now be shown in France, the court ruled.

Stowell Heads N. Y. State Film Unit

ALBANY, N. Y., June 1.—Thomas C. Stowell has been appointed director of the film picture unit of the state publicity division, succeeding Glen Allvine, who held the post for three years. Duties include production of all films for the state Commerce Department and making television films for other state agencies.

Stowell, who is a member of the Society of Motion Picture and Television Engineers, placed first in the open competitive examination. Starting salary is $6,700.

Howard Olds in New Post

Howard F. Olds, formerly in charge of motion picture production for Batten, Barton, Durstine and Osborn, has joined Loucks and Norling Studios, Inc., as production supervisor, according to an announcement made by John A. Norling, president. Olds will supervise television commercials.

'City Lights' to Paris

"City Lights," the Charlie Chaplin silent comedy being reissued by United Artists, concludes an eight-week engagement at the Globe Theatre on Broadway today and will move over tomorrow to the Paris, until now exclusively a foreign film showcase.

'Lawless' to the Astor

"The Lawless," produced by William Pine and William Thomas for release by Paramount, will open at the Astor Theatre here on June 22.

Sam Rosen Will No Attend Albany Meet

Sam Rosen, Fabian The atres executive and membe of the New York State com mission for the study minimum wages for th amusement industry, empha tically denied an Albany r port published in *Motion Pi ture Daily* yesterday that h will attend an Albany exhib tor meeting June 8 an port on results of the mission's June 7 hearin here.

"I categorically deny I wi attend any such meeting Rosen said, "unless they a scheduled officially for t purpose of public hearings connection with the commi sion's work."

Williams and Ro Head Miss. TOA

BILOXI, Miss., June 1.—T. E. liams of Clarksdale, and A. L. of Meridian were elected presiden secretary, respectively, at the a convention of the Mississippi Th Owners Association, held here y day at the Buena Vista Hotel.

Three resolutions were passed praising producers and distributo the type of product currently of a second to continue the fight fo peal of the 20 per cent Federal a sion tax, and a third citing 20th tury-Fox for its aid to exhi from the company's "Movies Are ter Than Ever" campaign.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center
Spencer Tracy - Joan Benn
Elizabeth Taylor
"FATHER OF THE BRID
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

HUMPHREY BOGART
"In a Lonely Place"
with GLORIA GRAHAME
A COLUMBIA PICTURE
PARAMOUNT TIMES SQUARE
In Pers
FRANKIE L
Miss Patti P
Pat Hennin
Extra
Elliot Lawrenc
AND HIS ORCHESTRA
Midnight
Nig

PAUL DOUGLAS
JEAN PETERS
in "LOVE THAT BRUTE"
ON STAGE
SID CAESAR
with IMOGENE COCA
Extra! FAYE
EMERSON
20 CENTURY FOX
R
7th Av
& 50th
MOVIES ARE BETTER T

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:pect 10% Ticket x Cut to Stand

'ashington, June 1. — The ıse Ways and Means Com- tee spent the day discus- ; its earlier votes to cut admission tax and other ıses but no new votes e taken. It is likely that ıe tax cuts may be recon- :red tomorrow but mem- predict the action re- the admission tax to cent will stand.

meDaylightTime Drop in Grosses

'ELAND, June 1. — Daylight time is a greater menace to ıtion picture business than tel- , Meyer Fine, president of the ıted Circuit told members of :veland Motion Picture Exhibi- ssociation meeting here. Out- ıf a general discussion of how t dropping grosses was to in- president Ernest Schwartz to he ball rolling for repeal of ıt saving time, to present to council a petition with signa- ıf 10 per cent of the voters of t municipal election or to ob- two-thirds vote of the council. ciation also will seek relief he operators' and stage hands' in a last-ditch effort to pre- videspread theatre closings in :veland area. Seven neighbor- ıouses are already closed.

ty plan to present free films in ity recreation grounds was l by president of the Cleveland Picture Exhibitors Associa- :hwartz by proving how disas- uch a move would prove to the s.

rs At Opening of 's 'Bright Leaf'

EIGH, N. C., June 1.—World re of Warner's "Bright Leaf" ld at the Ambassador Theatre st night with film stars Patricia)onald Crisp and James Brown, ɔy NBC's Tommy Bartlett and ıetwork commentator Ted Ma- ı hand.

s events kicked off with a ıg broadcast by all three stars. conference was attended by the Southland press and radio per- Newsreels also covered. Ma- ɔfficiated at a "Bright Leaf ' luncheon sponsored by the h Merchant's Bureau.

walberg Reports ɔeovers for 'Eagle'

: Eagle and the Hawk," Para- is showing staying power in situations, it was announced esterday by A. W. Schwalberg, ınt of Paramount Film Distrib- Corp.

ɔrts thus far show that the Wil- ine-William Thomas production ıg move-over business at the Theatre, Louisville; Palace, Christi; Tower, Oklahoma Tower, Klamath Falls, Ore.; : Esquire in Modesto, Cal. Sec- ɛek holdovers have been report- Keith's, Baltimore, and the Para- Los Angeles.

RKO Sets 8

(*Continued from page 1*)

major advertising and exploitation campaigns.

The eight pictures and release dates follow: "The Secret Fury," Claudette Colbert and Robert Ryan, May 27; "The Woman on Pier 13," Robert Ryan, Laraine Day, June 10; "The White Tower," in Technicolor, Glenn Ford, Valli, June 24; "Where Danger Lives," Robert Mitchum, July 8; "Born to Be Bad," Joan Fontaine, Robert Ryan, July 15; Walt Disney's "Treasure Island," in Technicolor, Bobby Driscoll, July 29; "Our Very Own," Ann Blyth, Farley Granger, at end of July and "Edge of Doom," Dana Andrews, Farley Granger, end of July.

In addition, the 10-week schedule also calls for three or four program pictures, according to Mochrie.

As an example of how the company's promotional campaigns will bring attention to the pictures from the public, Mochrie cited "Treasure Island." He said color ads will be taken in leading weeklies, fan magazines, comic books, etc., reaching a reader circulation of 55,000,000.

Mochrie also disclosed that a "national treasure hunt" will be activated in 50 cities in the U. S. and Canada, under the supervision of Terry Turner, national exploitation director. This promotion, tied in with newspapers and department stores and the theatres playing "Treasure Island," will bring to the public approximately $335,000 in prizes.

Umbreit Leaves RKO

(*Continued from page 1*)

aspects of the business, in copyright, corporate, unfair competition and general law. He is a member of the Copyright Committee of the Association of the Bar of the City of New York.

As an incident of his copyright work for RKO, Umbreit handled RKO's various ventures in recent years in legitimate productions on Broadway.

Pinanski Honored

(*Continued from page 1*)

by the college, was for Pinanski's "distinguished record of achievement in great humanitarian causes" and in recognition of his "meritorious service as national chairman of the U. S. savings bond drive for the motion picture industry."

Dedicate Yamins Gift

BOSTON, June 1.—The $300,000 Yamins Research Laboratory of the Beth Israel Hospital here, a gift of Nathan Yamins, circuit operator of Fall River, Mass., and Mrs. Yamins, will be dedicated on Sunday.

Ferdinand Midelberg, 73

MIAMI, June 1.—Ferdinand Midelberg, 73, circuit theatre operator from Kentucky and West Virginia, died here yesterday. Surviving are the widow and a daughter, Mrs. Ruth E. Casey.

Drops Children's Films

LONDON, June 1.—Production of special films for children has been suspended by the J. Arthur Rank Organization because of a continuing need for economy.

France and Panama Win United Artists Foreign Sales Drive

France and Panama tied for first place in United Artists' international sales drive and every UA employee in both countries will receive the equivalent of four week's salary.

All of U. A.'s branches abroad, as well as its 10 foreign licensee-distributors participated in the drive, which ran from April 1, 1949 to March 31 of this year, and which was dedicated to Arthur W. Kelly, executive vice-president. The company said yesterday that its affiliated independent producers contributed a "sizeable jackpot" from which the cash awards were made. Other winners were:

Hong Kong and Peru, tied for second place, three weeks' salary; Philippines and Colombia, in third, two weeks' salary; consolation prize of one week's salary to the staffs in Australia and Chile which finished fourth and fifth, respectively.

2,020 Drive-ins

(*Continued from page 1*)

for greater convenience and easier reference.

The total car capacity of 834,239 is a conclusion based on averages after allowing for incomplete or unknown data on capacities in 98 drive-ins.

Information, however, is specific on 1,883 in this country and 39 in Canada. The former represent a car capacity of 771,670; the latter, 19,201. In combination, this makes 1,922 situations with a peak load of 790,871 cars.

It is said there were about 700 drive-ins in 1948 and 1,100 last year. On the basis of 2,020 now recorded, this means an increase of 84 per cent in approximately six months.

The average car capacity of drive-ins in the United States is 410 and in Canada, 492. The combined average for both is 411.

The Charlotte territory presently leads the nation with 235 drive-ins and a car capacity of 57,209. With six others on which data is incomplete, that area which distributors calculate at about 2.2 per cent will boast 241. Its closest numerical rival is Atlanta with 185 and a car capacity of 65,798, but there are 10 others on which full information is lacking. Third in numerical rank is Dallas with 174 drive-ins and a combined car capacity of 65,970. These are the only three exchange territories in the country which list 100 or more outdoor theatres.

The New York exchange area, the nation's richest—20th Century-Fox, as reported last week, rates it at 14.4 per cent—has only 29. These have a car capacity of 15,551. Milwaukee reports 17, but they can accommodate 11,578 cars at an average capacity of 681, the highest in the United States.

New Casolaro Film Firm

Salvatore Casolaro, former owner of the Cinema Verdi and Cinema Dante theatres in New York, has formed the releasing firm of Casolaro Film Distributing Corp. and has purchased seven new Italian productions which are being edited and titled for showing on Broadway. The pictures were produced by Fortunato Misiano at the studios of Romana Films.

RKO RADIO PICTURES, Inc.

Change In TRADE SHOW DATES

"WHERE DANGER LIVES"

will be trade shown as listed below, and not on Tuesday, June 6, as previously announced.

ALBANY	Fox Scr. Room	Thurs. 6/15	8:00 P.M.	1052 Broadway
ATLANTA	RKO Scr. Rm.	Thurs. 6/15	2:30 P.M.	195 Luckie St., N.W.
BOSTON	RKO Scr. Rm.	Thurs. 6/15	10:30 A.M.	122-28 Arlington St.
BUFFALO	Mo. Pict. Op. Scr. Rm.	Thurs. 6/15	2:30 P.M.	498 Pearl St.
CHARLOTTE	Fox Scr. Room	Thurs. 6/15	2:00 P.M.	308 S. Church St.
CHICAGO	RKO Scr. Rm.	Thurs. 6/15	11:00 A.M.	1300 S. Wabash Ave.
CINCINNATI	RKO Scr. Rm.	Fri. 6/16	8:00 P.M.	12 East 6th St.
CLEVELAND	Fox Scr. Room	Thurs. 6/15	2:30 P.M.	2219 Payne Ave.
DALLAS	Rep. Scr. Rm.	Thurs. 6/15	10:30 A.M.	2011½ Jackson St.
DENVER	Para. Scr. Rm.	Thurs. 6/15	2:00 P.M.	2100 Stout St.
DES MOINES	Fox Scr. Room	Thurs. 6/15	1:00 P.M.	1300 High St.
DETROIT	Blumenthal's Scr. Rm.	Thurs. 6/15	10:30 A.M.	2310 Cass Ave.
INDIANAPOLIS	Fox Scr. Room	Thurs. 6/15	1:00 P.M.	326 N. Illinois St.
KANSAS CITY	Para. Scr. Rm.	Thurs. 6/15	2:00 P.M.	1800 Wyandotte St.
LOS ANGELES	RKO Scr. Rm.	Thurs. 6/15	2:30 P.M.	1980 S. Vermont Ave.
MEMPHIS	Fox Scr. Room	Thurs. 6/15	2:30 P.M.	151 Vance Ave.
MILWAUKEE	Warner Scr. Rm.	Thurs. 6/15	2:00 P.M.	212 W. Wisconsin Ave.
MINNEAPOLIS	Fox Scr. Room	Thurs. 6/15	2:00 P.M.	1015 Currie Ave.
NEW HAVEN	Fox Scr. Room	Thurs. 6/15	2:00 P.M.	40 Whiting St.
NEW ORLEANS	Fox Scr. Room	Thurs. 6/15	10:30 A.M.	200 S. Liberty St.
NEW YORK	RKO Scr. Rm.	Thurs. 6/15	2:30 P.M.	630 Ninth Ave.
OKLAHOMA	Fox Scr. Room	Thurs. 6/15	10:30 A.M.	10 North Lee St.
OMAHA	Fox Scr. Room	Thurs. 6/15	1:00 P.M.	1502 Davenport St.
PHILADELPHIA	RKO Scr. Rm.	Thurs. 6/15	2:30 P.M.	250 N. 13th St.
PITTSBURGH	RKO Scr. Rm.	Thurs. 6/15	1:30 P.M.	1809-13 Blvd. of Allies
PORTLAND	Star Scr. Rm.	Thurs. 6/15	10:30 A.M.	925 N.W. 19th Ave.
ST. LOUIS	RKO Scr. Rm.	Thurs. 6/15	11:30 A.M.	3143 Olive St.
SALT LAKE CITY	Fox Scr. Room	Thurs. 6/15	1:30 P.M.	216 E. 1st St. South
SAN FRANCISCO	RKO Scr. Rm.	Thurs. 6/15	10:30 A.M.	251 Hyde St.
SEATTLE	Jewel Box Scr. Rm.	Thurs. 6/15	10:30 A.M.	2318 2nd Ave.
SIOUX FALLS	Hollywood Theatre	Thurs. 6/15	10:00 A.M.	212 N. Philips Ave.
WASHINGTON	Fox Scr. Room	Thurs. 6/15	10:30 A.M.	932 New Jersey Ave.

Okay Para. Filing TV Color Tube Data

Washington, June 1. — The Federal Communications Commission "standards for request of Paramount Television Productions, Inc., and its "client," Chromatic Television Laboratories, Inc., to file information on their new color television tube as part of the recently-concluded color television proceedings.

The firms were given until June 26 to submit testimony, give a demonstration and file proposed findings designed to put before the Commission standards for color TV flexible enough to "permit full utilization" of the potentialities of the new tube."

U. K. Sports Video Rights Go to BBC

London, June 1.—Permission for the British Broadcasting Corp. to televise 100 sporting events annually has been granted by Ness Edwards, Postmaster-General, whose department is responsible for radio transmissions. The move came as a surprise to the film industry, which had been conducting talks with the BBC and sports promoters looking to utilizing national sporting events for large-screen theatre television.

David E. Griffiths, president of Kinematograph Renters Society and spokesman for the industry in the negotiations, will attempt to start the talks again, emphasizing the need of special channels for theatre television. However, two major circuits which planned to install TV facilities, the Associated British Cinemas and the J. Arthur Rank Organization, are reported to be cooling toward the project.

'Winchester '73' Bow

(*Continued from page 1*)

Shelley Winters, star of the film, and leading business figures.

Newspaper, magazine and radio correspondents made the trip from New York on a privately chartered "Winchester '73" special train which was bedecked in Western motify.

The film, which in addition to Miss Winters, co-stars James Stewart, Dan Duryea and Stephen McNally, will have its public world premiere at the Paramount Theatre in New York on June 7.

Highlights of the day here were an exhibition of fancy shooting by Herb Parsons, marksman and technical adviser on the production of "Winchester '73," and the presentation of a "One of One Thousand" Winchester rifle to Shelley Winters by John M. Olin, president of Olin Industries, on the stage of the Shubert Theatre. A cocktail party and buffet dinner at the Taft Hotel preceded the showing.

Among the guests at the premiere, in addition to 1,000 employes of the Winchester Company and the press, were: John Olin, Spencer T. Olin and George L. Dawson, of Olin Industries; John W. Hanes, former Under-Secretary of the Treasury; W. A. Scully, sales vice-president of Universal; John J. O'Connor, Universal vice-president; A. J. O'Keefe, assistant sales manager; Maurice A. Bergman, home office executive; Alfred W. Perry, president of Empire Universal Films; Robert Goldstein, Eastern studio representative of Universal; Lewis Blumberg, United World Films television head; Murray Goodman, United World executive; Henry A. Linet, Eastern advertising manager of Universal; Charles Simonelli, in charge of national exploitation; Philip Gerard, Eastern publicity manager; and Herb Parsons and New Haven civic leaders.

Defer Decision on UK Pact

(*Continued from page 1*)

wake of what British Board of Trade president Harold Wilson termed his "final" proposals.

Johnston said Allport should complete the investigation in a week to 10 days and following this the MPEA group will go into another session to determine the next move. In any event new meetings with the British negotiators are slated late this month.

In view of Wilson's declaration that the new British offers were "final," Johnston was asked why the negotiations would be continued if the American companies found them unacceptable. He said that the word "final" is "sometimes flexibly used."

Could he say with any certainty that there would ultimately be a deal? Johnston's answer to that was he has been "somewhat pessimistic right along."

Rate Hinges on Investment

Wilson has proposed that the present remittance amount of $17,000,000 will be continued on condition that the amount of U. S. investment in British production in the future is equal to what it has been in the past two years. The proposal also carries incentives to exceed the amount of previous investments and penalties if the American companies fail to maintain the past level.

In addition to the $17,000,000 the British would permit an additional $1.40 for every pound ($2.80) placed in British production in excess of the amount invested in the past two years. The penalty operates in the exact reverse: there would be a reduction from the basic $17,000,000 at the same rate of $1.40 for every pound under the previous production investment level.

The specific purpose of Allport's study is to ascertain precisely how much must be invested in order to maintain the $17,000,000 in remittances, how much to guarantee additional amounts and the possible penalties.

Johnston limited his report to the MPEA group to the details of the British proposals and made it clear that all future developments hinge largely on Allport's findings. There were no decisions asked for at yesterday's meeting and none was made.

Some points of the British proposals were clarified and others await further investigation. Johnston told the meeting that American investments were figured in terms of pounds, not American dollars, with the result that there would be no requirement of 30 per cent more in pounds to maintain the level of investments in the past because of the 30 per cent devaluation of the British currency.

On the other hand some uncertainty prevails on whether the purchase with blocked sterling of the Western hemisphere rights to a British film after production would count as an investment within the meaning of the British proposal.

As for the attitude of film industry labor groups in any new British agreement which may develop, Johnston indicated it might be a matter for labor itself to work out. He said that while in Dublin earlier this week he met with Richard Walsh, IATSE president, and Tom O'Brien, secretary of the National Association of Theatrical and Kine Employes, and suggested they get together on mutual problems with the aim of reaching an "understanding."

Sitting in with Johnston at yesterday's session were: Ned E. Depinet, Nicholas M. Schenck, Herbert J. Yates, Jack Cohn, Joseph Hazen, Hal Wallis, George Weltner, Wolfe Cohen, Edward Morey, J. Robert Rubin, Charles C. Moskowitz, Murray Silverstone, Robert B. Newman, R. K. Hawkinson, J. J. O'Connor, Al Daff, Joseph Seidelman, Joseph McConville, Arthur W. Kelly, Abe Schneider, R. W. Altschuler, Mort Spring, W. C. Michel, Theodore Hope, Jr., Francis Harmon, Sidney Schreiber, Joyce O'Hara and Theodore Smith.

SIMPP Meet on British Proposals Awaits Arnall

Meeting of the Society of Independent Motion Picture Producers on the British trade proposals is awaiting the arrival from England of Ellis G. Arnall, president, who is due here tomorrow on the *Mauretania*. James Mulvey, who joined Arnall and Eric A. Johnston in the meetings with the British, arrived here from Rome yesterday and spent the day at home.

TOA Convention

(*Continued from page 1*)

Ray Beall, publicity and advertising, and Dick Owen, coordinator.

Business sessions will be interspersed with luncheons, dinners, cocktail parties and a barbeque-square dance, tentatively slated for Oct. 31. Theatre equipment manufacturers and jobbers will display their wares at the Hall of Exhibits adjoining the Hotel Shamrock.

Hotel reservations and registrations will be supervised by A. D. Deacon, assisted by Jack Lutey. Fred Nahas will direct entertainment; Ray Hay and Earl Sealy will direct local and general transportation, respectively. Conrad Brady will assist Beall with publicity, while the latter will also be assisted by John Smith in planning decorations, signs, banners and printing.

ITOA Election

(*Continued from page 1*)

Namenson and Julius Sanders. ITOA by-laws were recently changed to allow for the addition of the latter two posts.

Directors elected were Maurice Brown, Sam Einhorn, Norman Elson, Sam Freedman, William Girden, Emanuel Hertzig, Ben Knobel, Murray LeBoss, Abe Leff, Albert Margulies, Edith Marshall, Irving Renner, Ray Rhonheimer, Jack Rochelle, Abe Shenk, Irving Steiner, Ben Weinstock.

Associate directers elected include: I. Goldmark, I. Gottlieb, Joseph Kasdin, Sam Koenig, Harry Kridel, Larry Kurtis, David Mate, Maurice Parks, Benjamin Rossasy, Murray Schoen, Bernard Zimetbaum.

Paramount Meet

(*Continued from page 1*)

Smith, Oscar Morgan, Gordon Lightstone, Max E. Youngstein, Monroe Goodman, Al Kane, Marty Friedman and Joe Walsh.

Loew's Tries Out Earlier Last Shows

On the theory that Ne
Yorkers would find it mo
convenient to attend theatr
if the later shows were o
earlier than midnight, Loew
is conducting an experime
at Loew's Embassy, Nor
Bergen, N. J.

By re-scheduling its doubl
feature bills on Mon
through Thursdays so
the last complete pr
starts between 8:00 and 8:
p.m., and dismisses betwe
11:00 and 11:30 p.m., patro
are enabled to attend an e
tire show and still get hon
before midnight.

Before instituting the pl
at the Embassy, Loew's co
ducted a two-weeks' poll
patrons. The vote was 2-to
in favor of the "early la
show."

British Trade Mo
Ban Films to Malt

London, June 1.—Distributi
British and American films b
Kinematograph Renters Society
come to a halt on the Island of
if regulations introduced by the
tese government are passed, KR
announced here. The drastic ste
lowed lengthy negotiations be
the Maltese government and a
delegation which sought to sto
leged abuses by the island's exhil

Exhibitors there protested str
when KRS set up a corpo
through which films from all
members, both British and Ame
would pass and reportedly pers
the local government to frame r
tions which, in the words of
"affect the rights of individual e
tors to deal with distributors co
to established principles."

Brockington Hea
Rank Canadian F

Toronto, June 1.—Confirn
came from London of the appoin
by J. Arthur Rank of Leonar
Brockington, well-known Ca
barrister, as president of Rank
panies in the Dominion. Brocki
was once chairman of the boa
governors of the Canadian Broa
ing Corp. and became identified
the film business when he was e
a director of Odeon Theatres of
ada when Paul L. Nathanson
president. His Odeon predecesso
the late J. Earl Lawson.

Lawson and Trum

(*Continued from page 1*)

clearing the way for the distri
torney's office to send out noti
the two former screen writers.

Meanwhile, it was understoo
defense attorneys may be in tov
morrow to try to get the Justic
partment to agree to reduce th
tences.

The district attorney's office i
arranging dates between June 1
June 30 for the other eight f
Hollywood workers also cited fo
tempt to appear in court here for
ment. The eight agreed to waiv
trial and have a judge pass jud
on the basis of the outcome
Lawson-Trumbo cases.

FILE COPY
DO NOT REMOVE

FIRST
NEWS

MOTION PICTURE DAILY

Accurate
Concise
and
Impartial

MOTION PICTURE ASSOC. OF
AMERICA, INC. (CHAMBERS)
28 WEST 44TH ST.,
NEW YORK 18,
N. Y.

. NO. 107 NEW YORK, U. S. A., MONDAY, JUNE 5, 1950 TEN CENTS

-I Entering hicago's idding Arena

rmulates Plan for New lding-Zoning Program

HICAGO, June 4.—Universal-In- ational has formulated plans a new bidding-zoning plan for Chicago area to go into effect bly in a month or so, it is un- ood.

With but few exceptions ere bidding has been granted theatres in closely competi- e areas, U-I has been selling der the "old Chicago system release," whereby "old cus- ners," such as Balaban and tz, Essaness, and Warner rcuit houses, have been anted priority under sales of gotiation.

owever, in certain sectors the any has and is selling by bids. e areas are: the 63rd Street sec- where the Southtown, Empress,

(*Continued on page* 14)

nall Here to Call Pact Meetings

eetings of the Eastern distribu- committee of the Society of In- dent Motion Picture Producers ew York and producer members e Coast are expected to be called ly by Ellis G. Arnall, president, an exchange of information and on on England's proposals for a trade agreement.

nall arrived here on the *S.S.*

(*Continued on page* 14)

adwick Cites N.E., uthern Exhibitors

hibitors of New England are ing product in a way that is grati- to the Independent Motion Pic- Producers Association and, there- I. E. Chadwick, IMPPA presi- will not include Boston in his nt itinerary in connection with his

(*Continued on page* 14)

580 Houses Closed in Six Months, COMPO's Tax Committee Reports

Washington, June 4.—With returns now complete from all 32 film territories, Council of Motion Picture Organizations' tax committee reports that 580 U. S. theatres closed permanently during the last six months.

Last week, COMPO said that on the basis of returns from 25 of the 32 areas, 482 theatres had shut down. Returns from the other seven areas boosted the total another 98 theatres.

Detailed figures in the last seven areas to report follow: Memphis, 27 closings; Oklahoma City, 23; Kansas City, 16; Washington, 13; St. Louis, 12; Salt Lake City, 6; Portland, 1.

Tax committee chairman Abram F. Myers said he still had not decided the best way to put the figures before the House and Senate tax committees, but that they would certainly be called to their attention in some manner.

House Committee Affirms 50% Admission Tax Slash

WASHINGTON, June 4.—The House Ways and Means Committee on Friday made final its earlier tentative vote to cut the admission tax from 20 per cent to 10 per cent.

At the same time, it included a provision fixing an effective date for the tax cut which makes Sept. 1 the earliest likely date. The effective date could be later.

The committee is currently taking final votes on its earlier tentative decisions on excises. Its hope is to reduce the total of tax cuts voted so far, but the outlook for this is dim. The Committee's actions on Friday in the admissions field were these:

(*Continued on page* 14)

20th-Fox and Hurok Plan to Produce Concerts on Film

World-renowned concert artists will soon be seen and heard by the public for the first time through the medium of a series of full-length motion picture concert programs, it was made known here at the weekend by Spyros P. Skouras, president of 20th Century-Fox, which will dis-

(*Continued on page* 13)

Industry Unions to Hold Mass Meet to Stop Layoffs

A conference of all Eastern unions in the industry, for the purpose of "stopping layoffs" will be called within the next few weeks by the Screen Employes Guild, Jack Ryan, business director, revealed at the weekend.

AFL, CIO and non-affiliated unions will be included in the conference, as well as employes of companies not represented by any union.

Unofficial messages of assent over the conference already have been received from individuals of various unions by the SEG, Ryan said.

SAG Members Okay TV Wage Proposal

HOLLYWOOD, June 4.—The Screen Actors Guild membership tonight approved its board's recommendations for wage scales and working conditions for actors in televised motion pictures and condemned Television Authority, its rival in the field, for a

(*Continued on page* 14)

RKO Slates 28 'A's Up To Early 1951

Westerns and Program Films to Be Additional

Twenty-eight "A" features, will be released by RKO Radio in the last half of this year and the early part of 1951 in a program instituted by Howard Hughes, managing director of production, it has been announced here by Ned E. Depinet, president.

Robert Mochrie, sales vice-president, announced last week that eight of the "highest calibre" films from the group would be released during June, July and early August. These include two Technicolor productions, "The White Tower" and Walt Disney's "Treasure Island;" two Samuel Goldwyn pictures, "Our Very Own" and "The Edge of Doom;" and "Where Danger Lives," "The Woman On Pier 13," "The Secret Fury" and "Born To Be Bad."

In addition to the 28 there will be

(*Continued on page* 14)

UA First-Run Sales To Drive-Ins Big

United Artists will sell drive-ins on a first-run basis wherever terms of such deals afford the company a better return than deals offered it by standard first-run theatres.

In line with this policy, first-runs on "Love Happy" were sold to drive-ins recently in the Indianapolis and St. Louis territories. At St. Louis, the company reports that a first week's

(*Continued on page* 14)

McDonald Denies 'Misleading' Claims

CHICAGO, June 4.—E. F. McDonald, Zenith president, denied today that the company ever had made untrue or misleading advertising claims regarding Phonevision.

His assertion followed announcement by the Federal Communications

(*Continued on page* 13)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!
Paramount's
SUNSET BOULEVARD
A Hollywood Story
HOLLYWOOD'S MOST FABULOUS STREET—
HOLLYWOOD'S MOST FABULOUS PICTURE!
NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

ARTHUR LOEW, producer, will arrive here today by plane from Rome.

•

SAM SHAIN, exhibitor relations director for 20th Century-Fox's distribution department, will speak today before the Milwaukee County Better Films Council at Milwaukee.

•

JACK COHN, A. SCHNEIDER, A. MONTAGUE, JOSEPH MCCONVILLE, GEORGE JOSEPHS and LEO JAFFE, Columbia executives, left New York for Hollywood at the weekend.

•

N. PETER RATHVON, film financier, who arrived here last week from Europe, will leave for Hollywood tomorrow.

•

RAY GALLO, equipment sales promotion manager of Quigley Publications, will leave here today for an inspection trip throughout the Midwest.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will return here today from a tour of Western exchanges.

•

I. G. GOLDSMITH, British producer, and his wife, VERA CASPARY, screen writer and novelist, will leave here today for the Coast.

•

HARRY BERKSON, Monogram franchise holder for Albany, N. Y., and Buffalo, is recuperating at his Buffalo home from an operation.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, has left here for Chicago, Detroit and Cincinnati.

•

DAN S. TERRELL, M-G-M exploitation head, will return here today from the Coast.

•

JACK SOGG, M-G-M manager at Cleveland, was in New York over the weekend.

•

GEORGE NICHOLS, of M-G-M's studio publicity department, is in New York from Hollywood.

•

DOUGLAS SHEARER, M-G-M recording supervisor, will arrive here today from Hollywood.

•

LEO ABRAMS, National Screen Service district manager, was in Albany, N. Y., at the weekend.

•

LEO COHEN, foreign film distributor here, will leave New York on Saturday by plane for Europe.

Beveridge to England

OTTAWA, June 4.—James Beveridge, executive producer with the Canadian National Film Board, has been appointed board representative in England. Donald Mulholland, producer of the board's "Canada Carries On" and "Eye Witness" films, has been named director of production for the board.

Tradewise . . .

By SHERWIN KANE

MOST American industry principals are keenly disappointed with the British terms for continuance of the film remittance agreement for another two years.

Eric Johnston, Motion Picture Association of America president, said on leaving London recently: The British are tough traders.

Most other expressions on the subject to be heard around the industry are couched in far less diplomatic phraseology. The feeling is pretty general that the British have taken advantage of their own improved economic position as well as the weakened position of the American industry as of now in order to drive the hardest possible bargain.

The British terms stop just short of the point at which they would have been summarily rejected by the American companies, and at which they would have stirred up just enough indignation to weld a united front here capable of enforcing an effective embargo on film shipments to Britain.

As it is, that indignation and will to resist has not been brought to the surface on a broad scale.

For that reason, the chances favor acceptance of the British terms, however reluctantly and apprehensively.

•

In the present stage of consideration of the terms, most of the American opposition appears to be centered on the penalty prescribed by Britain in the event American investments in production there during the next two years fall short of the average for the past two years. For every pound below the average, Britain proposes to deduct $1.40 from American remittables.

The opposition points out that during the past two years American companies, on the whole, were in an experimental position insofar as the investment of blocked sterling in British production was concerned. They do not believe that a period of exploration should be designated as the norm.

In addition, some companies which engaged in British production in the past two years did so because they had on hand production properties which required or were best adapted to production there. They feel now that without such properties on hand, or with fewer of them, they will encounter new problems in acquiring them or be penalized for exercising good business judgment in not producing abroad whatever can be produced as well or better at home.

Tailing this, also, is the knotty problem of how the remittances should be divided, if they fall below the $17,000,000 annual level, while making proper allowance to those who did make investments in British production.

•

The original remittance agreement was accepted two years ago by the American industry largely in recognition of Britain's desperate economic and financial plight. A basic provision was that the agreement would be subject to review at the end of the first two years in the light of the then prevailing British economic position.

That position has been somewhat improved during the past two years and, meanwhile, trade conditions have deteriorated for the American industry. Devaluation of currencies cut American film receipts 30 per cent, not only in Britain but around the world. Unlike other commodities, motion pictures took no compensating price increases.

But the problems presented by the British terms for a new agreement are not merely those of dollars.

They require a break-away from production policy such as the industry has never known before. It establishes a precedent under which American companies must produce abroad in order to collect their film rentals on pictures made at home. That is an infectious principle which could spread to other nations.

In addition, the British terms raise serious questions concerning Hollywood labor relations. Forced by foreign governments to produce abroad, badgered by studio unions to keep production at home, American companies inevitably would find themselves occupying an untenable middle position.

Finally, there is every indication that Britain is imposing its weighted terms not for the economic reasons which gave rise to the original agreement, but almost exclusively for the purpose of forcing American companies to save British film production from the oblivion which threatens to overtake it.

Newsreel Parade

THE Berlin youth rally and De
Acheson's report to Congress
current newsreel highlights. Otl
items include the Peru earthquake,
English Derby and other sports. Co
plete contents follow:

MOVIETONE NEWS, No. 45—You
Communists hold Berlin rally. Dean Ac
son says war is not imminent. Peru ear
quake. Egyptian Princess Fathia we
Jeep for Navy. Indianapolis auto ra
opy race. Turf classic. Dog show.

NEWS OF THE DAY, No. 279—Al
firm stand holds Berlin Reds. Dean Ache
reports on "Cold War." Princess Fa
weds. Long shot wins English De
Sweepstake winner. Speed race.

PARAMOUNT NEWS, No. 82—Red d
onstration in Berlin. Snow in Color
Washington spotlight: Trygve Lie rep
to President Truman; Dean Acheson
ports to Congress. Sports: Indianap
speedway race. English Derby.

TELENEWS DIGEST, No. 22-B—
rally in Berlin. Dean Acheson repo
Formosa: Chinese Navy base. Engla
Queen Mary at 83. Paralyzed artist pa
with teeth. Basque festival. Record
shipment. New coal mining machine.
classic.

UNIVERSAL NEWS, No. 357—Comm
ist youth rally in Berlin. Dean Acheson
port. Earthquake ravages Inca cap
Hardware hat. Sports: English Derby
Epson Downs. Indianapolis Speedway ra

WARNER PATHE NEWS, No.
President Truman greets Dean Ache
Truman, Acheson, Trygve Lie confer. A
son reports to Congress. Berlin youth r
Peru earthquake. Princess Fathia wed
"Bright Leaf" premiere in Raleigh, N
Auto racing. English Derby.

Funeral Rites Tod
For Sal Scoppa, 6

A Requiem Mass will be sung
morning at St. Brendan's Chu
Bronx, for Sal J. Scoppa, 60, vet
labor leader in the New York
production field, who died of a h
attack on Friday at his home
Scoppa was the father of two mo
picture directors, Salvitore J.,
and Peter R., and a film editor,
tin R., all of whom are employe
New York.

The deceased was one of the fo
ers and for many years business a
of IATSE Studio Mechanics
No. 52 here, which was establishe
1924 prior to the formation of
West Coast studio unions. Sc
also organized Local No. 161, c
ing assistant directors in New
and was its business agent up to
time of his death.

Early this year, Scoppa orga
the New York Make Up and
Stylists Local No. 798. Since
he had been handling special as
ments for the "IA" general
here in the fields of film produ
and television.

Survivors also include the w
Josephine. Burial will be at
Sepulchre Cemetery, Bronx.

Swift Takes on TV

In line with its policy of inte
ing AM and TV operations
administrative level, WCBS,
York, has appointed G. Richard
as general manager of televisio
erations. He will continue as
eral manager of WCBS-AM as

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New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Sec
James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. W
Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Wash
J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, Lo
Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Intern
Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription ra
year, $6 in the Americas and $12 foreign; single copies, 10c.

THE SUN SHINES BRIGHT AT

—and here's why

THE CAPTURE

Outdoor action-suspense drama by Niven Busch, author of "Duel In The Sun". Starring TERESA WRIGHT and LEW AYRES, featuring VICTOR JORY. A Showtime Properties, Inc., feature. Produced by Niven Busch. Directed by John Sturges . . . *April.*

THE SECRET FURY

Fast-moving suspense melodrama starring CLAUDETTE COLBERT, ROBERT RYAN, with JANE COWL, PAUL KELLY, PHILIP OBER. Presented by Jack H. Skirball and Bruce Manning. Produced by Jack H. Skirball. Directed by Mel Ferrer . . . *May.*

WAGONMASTER

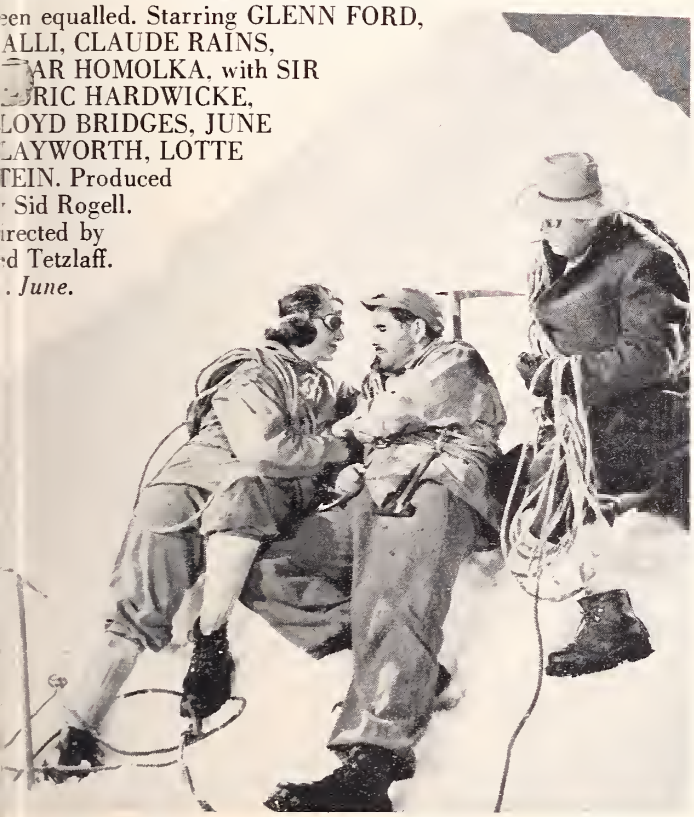
John Ford's lusty successor to "Fort Apache" and "She Wore A Yellow Ribbon". . . A great western drama starring BEN JOHNSON, JOANNE DRU, HARRY CAREY, Jr., WARD BOND. An Argosy Production presented by John Ford and Merian C. Cooper. Directed by John Ford . . . *May.*

The WOMAN ON PIER 13

High-voltage melodrama starring LARAINE DAY, ROBERT RYAN, JOHN AGAR, with THOMAS GOMEZ, JANIS CARTER and WILLIAM TALMAN. Produced by Jack J. Gross. Directed by Robert Stevenson . . . *June.*

The WHITE TOWER

or sheer excitement its
ECHNICOLOR thrills have never
een equalled. Starring GLENN FORD,
ALLI, CLAUDE RAINS,
AR HOMOLKA, with SIR
RIC HARDWICKE,
LOYD BRIDGES, JUNE
LAYWORTH, LOTTE
TEIN. Produced
Sid Rogell.
irected by
d Tetzlaff.
. *June.*



WHERE DANGER LIVES

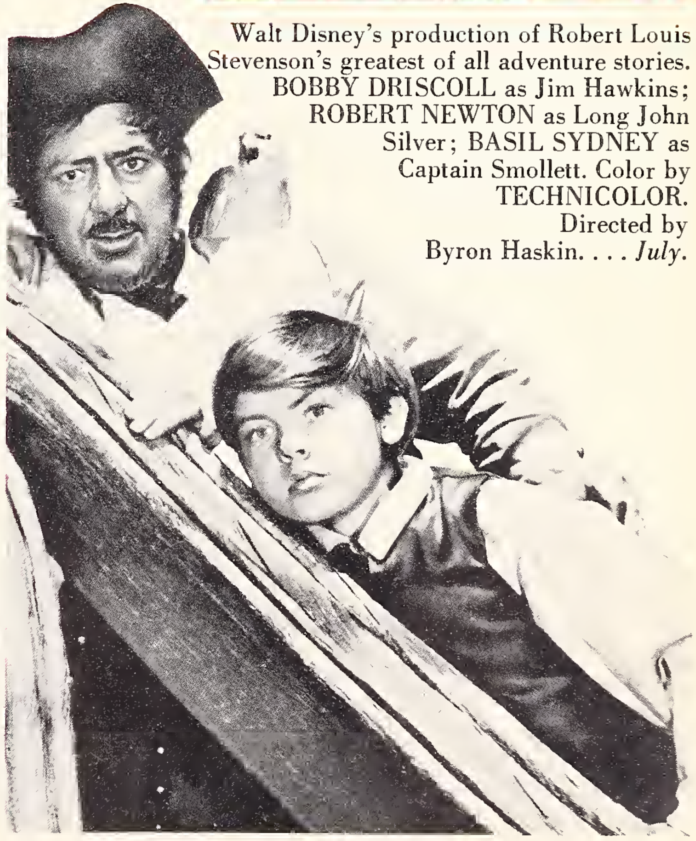
Fast-action melodrama-mystery starring ROBERT MITCHUM, FAITH DOMERGUE, the new sensation of the screen, and CLAUDE RAINS, with MAUREEN O'SULLIVAN and CHARLES KEMPER.
A John Farrow Production presented by
Irving Cummings, Jr.
and Lewis Allen.
. . . *July.*

BORN TO BE BAD

OAN FONTAINE, ROBERT
YAN and ZACHARY SCOTT
the powerful drama of a woman
ithout honor. With JOAN LESLIE, MEL
ERRER, HAROLD VERMILYEA. Produced
Robert Sparks. Directed by Nicholas Ray. . . . *July.*

TREASURE ISLAND

Walt Disney's production of Robert Louis Stevenson's greatest of all adventure stories. BOBBY DRISCOLL as Jim Hawkins; ROBERT NEWTON as Long John Silver; BASIL SYDNEY as Captain Smollett. Color by TECHNICOLOR. Directed by Byron Haskin. . . . *July.*



OUR VERY OWN

Dozens of famous personalities of today have endorsed this Samuel Goldwyn Production as tops in great entertainment. Starring ANN BLYTH, FARLEY GRANGER and JOAN EVANS, with JANE WYATT. Directed by David Miller . . . *August.*

JOAN OF ARC

Internationally, the most honored motion picture of all time. Now released for its first regular runs. INGRID BERGMAN and a cast of thousands in a TECHNICOLOR spectacle never equalled. Directed by Victor Fleming. A Sierra-Walter Wanger Production . . . *September.*

COME SHARE MY LOVE

IRENE DUNNE and FRED MacMURRAY in a high romantic comedy. With WILLIAM DEMAREST, ANDY DEVINE, GIGI PERREAU, NATALIE WOOD and PHILIP OBER. Produced by Harriet Parsons. Directed by George Marshall . . . *August.*

WALK SOFTLY, STRANGER

JOSEPH COTTEN and VALLI starring in a highly suspenseful action mystery. With SPRING BYINGTON, PAUL STEWART, JACK PAAR and FRANK PUGLIA. A Dore Schary Presentation. Produced by Robert Sparks. Directed by Robert Stevenson . . . *September.*

EDGE OF DOOM

Samuel Goldwyn's powerhouse of realistic drama, starring DANA ANDREWS, FARLEY GRANGER, JOAN EVANS. With ROBERT KEITH, PAUL STEWART, ADELE JERGENS, HAROLD VERMILYEA. Directed by Mark Robson . . . *October*.

MAD WEDNESDAY

ilarious comedy as only Preston Sturges can bring it to the screen. Starring HAROLD LLOYD. A Howard Hughes Production . . . *November*.

VENDETTA

FAITH DOMERGUE, GEORGE DOLENZ and HILLARY BROOKE starring in powerful drama. A Howard Hughes Production. Directed by Stuart Heisler . . . *October*.

THE STORY OF A DIVORCE

Modern, timely, terrific drama of marriage and divorce. Starring BETTE DAVIS and BARRY SULLIVAN, with FRANCES DEE, KENT TAYLOR, OTTO KRUGER, JANE COWL. A Skirball-Manning Production. Directed by Curtis Bernhardt. . . . *November*.

SONS OF THE MUSKETEERS

Romantic adventure at its TECHNICOLOR peak. Fast-moving action and drama starring CORNEL WILDE and MAUREEN O'HARA, with ROBERT DOUGLAS, GLADYS COOPER, JUNE CLAYWORTH, BLANCHE YURKA. Produced by Jerrold T. Brandt. Directed by Lewis Allen . . . *November.*

JET PILOT

Gigantic action-and-romance drama with color by TECHNICOLOR. Starring JOHN WAYNE and JANET LEIGH, with JAY C. FLIPPEN. Produced by Robert Sparks. Directed by Josef Von Sternberg . . . *December.*

ALIAS MIKE FURY

Rugged realism and high-tension drama, in an action mystery starring VICTOR MATURE, WILLIAM BENDIX, TERRY MOORE. With ZACHARY A. CHARLES, BASIL RUYSDAEL, DONALD RANDOLPH and DAMIAN O'FLYNN. Produced by Warren Duff. Directed by Ted Tetzlaff . . . *December.*

HIS KIND OF WOMAN

Romantic melodrama with the accent on action. Starring ROBERT MITCHUM, JANE RUSSELL, VINCENT PRICE and TIM HOLT. Produced by Robert Sparks. Directed by John Farrow . . . *December.*

AND, LOOKING AHEAD TO 1951...

APPOINTMENT N SAMARRA

REGORY PECK
arring in a
ramatization of the
est-selling novel by
ohn O'Hara. The high-
eyed story of a man's
uccess with women in a
st-moving age.
Skirball-Manning
roduction.

T'S NLY MONEY

iotous romantic adventure strictly for laughs.
tarring FRANK SINATRA, JANE RUSSELL and
ROUCHO MARX. Hit songs.
roduced by Irving Cummings, Jr.
irected by Irving Cummings.

CARRIAGE ENTRANCE

Stormy romance and deep mystery in old New Orleans. Starring ROBERT MITCHUM, AVA GARDNER, MELVYN DOUGLAS with JANIS CARTER, LUCILE WATSON, JACK BRIGGS, GORDON OLIVER. A Robert Sparks-Polan Banks Production. Directed by Robert Stevenson.

MONTANA BELLE

Rousing western drama in TRUCOLOR, starring JANE RUSSELL, GEORGE BRENT and SCOTT BRADY. Produced by Howard Welsch, Directed by Allan Dwan.

TWO TICKETS TO BROADWAY

Planned as the mightiest TECHNICOLOR musical of them all. First cast assignment of long list of names to come, JANET LEIGH, XAVIER CUGAT and His Orchestra. Story by Songsmith Sammy Cahn. Producer, Alex Gottlieb. Director, James V. Kern.

MAD WITH MUCH HEART

Outdoor action-murder-suspense drama, starring IDA LUPINO, ROBERT RYAN and WARD BOND. Produced by John Houseman. Directed by Nicholas Ray.

O, MISTRESS MINE

CARY GRANT, with a big feminine star soon to be announced, in the romantic screen version of the famous Lunt-Fontanne stage comedy success by Terrence Rattigan.

THE GAUNT WOMAN

DANA ANDREWS as the hero of one of the widest-read mystery-adventure novels in recent years—by Edmund Gilligan. "The Gaunt Woman" was the name of the mystery ship whose crew of spies baffled two nations.

RKO RADIO PICTURES

(This product announcement subject to change of pictures, titles and release dates)

Support THE INDEPENDENCE SAVINGS BON

Trust Record Filed With Supreme Court

Department of Justice, Loew's, Warner and 20th Century-Fox have completed their filing of the record in the industry anti-trust suit with the U. S. Supreme Court, including exhibits and testimony entered in the case since it left the tribunal two years ago. Announcement by the court that it will take jurisdiction for the second time is considered a likelihood today.

et Dates for : of 'The 10'

Vashington, June 4.—Dates have n set for U. S. District Court here pass judgment on the remaining ht former Hollywood film workers :d for contempt of Congress during 1948 hearings of the House Unierican Activities Committee.

ohn Howard Lawson and Dalton ımbo are under notice to appear e Friday to pay their fines and rt serving their one-year jail sences, but defense attorneys will ·bably ask the Court then to re:e this sentence. Meanwhile, the er eight of the "unfriendly 10," o agreed to have their fates rest the outcome of the Lawson-Trum- appeals, are slated to appear as ows: Albert Maltz, June 12; Al- ı Bessie, 14; Samuel Ornitz, 15; rbert Biberman, 19; Edward Dmyk, 20; Adrian Scott, 21; Ring rdner, Jr., 22; and Lester Cole, 27. ere may be an attempt to re-sched- these, four on one day and four another.

onor Farrow As an utstanding Layman

San Francisco, June 4.—John Far-v, Paramount director, has been udged the outstanding Catholic lay-n in public affairs and was present- with the annual St. Thomas Award commencement exercises of the iversity of San Francisco today. e award is in recognition of Far-v's activities in the fields of litera-e, motion pictures and philanthropy. s books include "The Pageant of Popes," recently issued in a new ly Year edition, and "Damien the per."

Farrow was honor guest last eve-g at a dinner given by the San ancisco clergy.

iden Club Membership

Detroit, June 4.—Allied Theatres Michigan, through its board of di-tors, has extended the membership he Variety Club of Michigan more lely. Invitations have been ex-ded to upstate showmen to join the as non-residents, giving them a stantial reduction in fees over the l membership classification.

t Golf Tournament

Albany, N. Y., June 4.—Annual pany Variety Club golf tournament l be held at the Shaker Ridge Club June 26. Co-chairmen of the com-tee in charge are Arthur Newman l Nat Winig.

SEC Reports Goldenson, Lind, Warner in Film Stock Deals

Washington, June 4. — Leonard Goldenson, president of United Paramount Theatres, has bought 400 shares of the firm's common stock and another 400 common certificates of interest, according to the latest report of the Securities and Exchange Commission on trading in film company stocks by officers and directors. The report covers all statements submitted to the SEC between April 11 and May 10.

Goldenson now holds 400 shares of common, 1,450 common certificates in his own name, and another 250 certificates jointly with his wife. He told the SEC that he had earlier overstated his holdings of certificates of interest by 300 shares, having erroneously reported a purchase of 300 certificates on Feb. 6.

Walter P. Marshall reported purchasing 20 shares of common in the Paramount theatre company, bringing his holdings to 50 shares.

At 20th Century-Fox, director Robert Lehman sold 600 shares of common, dropping his holdings to 2,000. Warner president Harry M. Warner gave away 2,500 shares of his firm's common, leaving him with 257,250 shares in his own name and another 16,000 shares in trust accounts. Albert W. Lind bought 500 shares of Republic $1 cumulative preferred, his entire holding. Herbert E. Herrman sold 900 shares of Trans Lux Corp. common, and now has 4,100 shares.

Paramount Puts the Aster on the Block

Minneapolis, June 4.—In a surprise move, Paramount's Minnesota Amusement Co. announced buyers will be sought for the lease of the 800-seat Aster, Minneapolis Loop landmark. In making the announcement, Maco president Harry B. French said the Paramount circuit thereby plans to buy and exhibit only top-flight pictures in its four remaining "A" houses in the Loop.

Relinquishment of the Aster does not come under provisions of Paramount's consent decree with the government in the anti-trust action, recent sale of the Gopher having met the government's requirement that Maco divest itself of one first-run in Minneapolis. The big circuit also ends its release on the Palace in July. The Palace will revert to Ben Berger and Ted Bolnick, owners of the property. Maco owns the Radio City, Century and Lyric and holds a long lease on the State, all in the loop.

'Johnny One-Eye' to Open in Atlanta

Benedict Bogeaus' production of Damon Runyon's "Johnny One-Eye," starring Pat O'Brien, Wayne Morris and Dolores Moran, will have its world premiere in Atlanta on June 16 at Loew's Grand, it was announced here by Paul N. Lazarus, Jr., executive assistant to the president of United Artists, distributors of the film.

The stars will fly in from Hollywood for a week of personal appearances, the city turning over its main avenues for parades and demonstrations.

McCullough to Capital

John B. McCullough, Motion Picture Association of America director of Conservation, will represent the association at the National Conference for Industrial Safety which President Truman has called at Washington today through Wednesday.

'Live' TV Shows for 11

Eleven CBS-affiliated television stations in the South and Midwest will receive "live" TV programs with the extension of coaxial cables to Jacksonville, Birmingham and Omaha.

Nine Films Finished, Four More Started

Hollywood, June 4.—The production tally again dropped this week, to a total of 26 in work—a loss of five. Four pictures were started and nine were completed.

Started were: "Mrs. O'Malley and Mr. Malone," Metro-Goldwyn-Mayer; "The Man He Found," and "Target," RKO-Radio; "The Black Hills," Republic.

Completed were: "The Return of Jesse James" and "Holiday Rhythm," Lippert; "Bomba and the Hidden City" and "Mexican Silver," Monogram; "Frisco Tornado," Republic; "Rio Grande Patrol," RKO-Radio; "Two Flags West," 20th Century-Fox; "The Sound of Fury," United Artists; "Abbott and Costello in the Foreign Legion," Universal-International.

Campus Theatre in Poconos Opens Soon

Bushkill, Pa., June 4.—Construction work on a 600-seat theatre is nearing completion on the grounds of The Campus, all-year resort here. It will be ready for opening some time next month.

The theatre will be the recreation center of The Campus, which affords a wide selection of accommodations to vacationists in comfortable, modern cabins, cottages and houses on spacious, wooded grounds bordered by Pocono Mountain streams. The resort is situated on a main highway 12 miles north of Stroudsburg. The resort is owned by Capt. Harold Auten of United Artists.

ELC Cleveland Changes

Cleveland, June 4.—Casualties here from the Eagle Lion-Film Classics merger are Joel Golden, E-L salesman, replaced by Sanford Gottlieb, former FC branch manager, and Herbert Horstemeier, E-L office manager-booker, replaced by Anne Walker of Film Classics.

Lev Leaves Rialto Here

Morris Lev has resigned his position as director of publicity and advertising for the Rialto Theatre, New York City, to take over new duties as the director of advertising-publicity for the "World of Mirth Shows," a carnival which travels in the East.

Coming Events

Today-July 4—Motion picture industry participation in U. S. Savings Bond "Independence Drive."

June 6—Motion Picture Pioneers and The Foundation of the MPP meeting, Columbia Pictures home office, New York.

June 7-8—Meeting of Program and Planning Committee of the Council of Motion Picture Organizations in home office board room of Universal Pictures.

June 12-13—Motion Picture Exhibitors of Florida annual convention, Hotel Delano, Miami Beach.

June 12-14—Associated Theatre Owners of Indiana directors' meeting and annual convention, French Lick Hotel, French Lick.

June 12-14—Paramount's national sales convention, Los Angeles.

June 15—M-G-M sales meeting, Toronto.

June 15-17—Allied Theatre Owners of New Jersey annual convention, Hotel Traymore, Atlantic City.

June 17-20—Virginia Motion Picture Theatre Association annual meeting, Hotel Chamberlin, Old Point Comfort, Va.

June 21—Salt Lake City Motion Picture Club receives Variety International charter as Tent No. 38.

June 23—Warner Club annual boatride and outing up the Hudson River to Bear Mountain.

June 27—Monogram and Lippert Productions sponsored exhibitor luncheon, I. E. Chadwick conducting discussion, Drake Hotel, Chicago.

June 27-28—New Mexico Theatres Association meeting, Silver City, N. M.

Postpone Rembusch, Wolf Testimonial

Indianapolis, June 4.—Indiana exhibitors' testimonial dinner to Trueman Rembusch, Allied States president, and Marc Wolf, chief barker of Variety Clubs International, which was scheduled to be held here Tuesday, has been postponed.

A new date has not yet been set but indications are it will not be before next fall. Postponement was occasioned by the annual convention of Associated Theatre Owners of Indiana, which is being held June 12-14 at French Lick, Ind.

Steen with Monogram

Hollywood, June 4.—Al Steen has been set by Louis S. Lifton, Monogram's advertising-publicity director, to replace Jack Willen, exploiteer, who due to prior commitments was not available to handle the opening of "Square Dance Katy" and "Young Daniel Boone" in four drive-in theaters in Salt Lake City on June 9. Steen left Hollywood today to set the advance campaign for the first-run day-and-date engagements at the Auditorium, Redwood, Hilande and Geneva theaters.

Premiere of Labor Film

A premiere is being arranged for "With These Hands" at the Gotham Theatre here on Thursday evening, June 15. It was sponsored by the International Ladies' Garment Workers' Union.

Brandt Names 26 to Fill Posts on 4 ITOA Committees

Appointments to four committees for the ensuing year have been made by Harry Brandt, president of the Independent Theatre Owners Association of New York, as follows: Law and Legislation—chairman, J. J. Goldberg; Al Shukat, Julius Sanders, Larry Kurtis, William Namenson and Dave Mate. Finance—chairman, Leon Rosenblatt; Abe Shenk, Ray Rhonheimer, Dave Weinstock and Maurice Brown; Labor—chairman, Max A. Cohen; William Brandt, Sanders, Abe Leff, Namenson, Al Margolies and Harry Doniter. Membership—chairman, John C. Bolte, Jr.; Maurice Schoen, Harvey Weinstock, Sam Einhorn, Irving Steiner, Sam Koenit, Sam Freedman and Leff.

MPA Unit to Screen Second Foreign Film

Motion Picture Association of America's Advisory Unit for Foreign Films will hold its second free trade screening for an imported motion picture on Thursday, it was disclosed here Friday by B. Bernard Kreisler, executive director of the unit. The film, which will be screened at the Paramount home office room for all distributors of foreign pictures, is "The Stranger of San Mareno."

It was produced in Italy and co-stars Anna Magnani and Vittoria de Sica. A representative of Countess Dorothy di Frasso, owner of the film, will be present at the screening to negotiate American and Canadian distribution rights.

'City Lights' in Small Spots for Long Runs

Charles Chaplin's 20-year-old "City Lights," which United Artists is distributing is being withheld from general release pending engagements in key cities, such as the Paris here where the film opened at the weekend, and where runs might be stretched through the summer.

Chaplin figures that the picture can hold up at smaller spots with low overhead and for this reason withdrew it from the Globe on Broadway, for the Paris, although the Globe run still was going successfully after eight weeks. "Lights" also is playing smaller situations in San Francisco and Washington with others to follow. The plan calls for extended runs at downtown "art" spots followed by circuit bookings.

Governor of Florida Bids for Production

Tallahassee, June 4.—Governor Fuller Warren of Florida is hopeful film makers will establish in Florida to take advantage of a "smog free" atmosphere. Reporting progress in attracting picture producers to Florida, Warren said in a radio talk that he believes it's a forerunner of actual establishment of major studios in the state.

Review

"It's a Small World"

(Castle—Eagle-Lion)

WILLIAM CASTLE'S production about a midget's attempts to adjust himself to a world of normal-sized people is an unusual and interesting picture. Presented by Motion Pictures, Inc., "It's a Small World" opens with scenes showing the midget's father discovering that his son will never grow to normal size. Unfolded thereafter are the midget's experiences as he passes from childhood to youth to manhood. As a boy, he realizes that he is different from most people and because of his stature is embarrassing to his family and useless on their farm. He runs away, falls in love with a shady lady who introduces him to pickpocketing; he exposes the operations of his criminal ring, then wins the sympathy of the court and is sent to a circus where he at last finds his small size is not subject to stares and ridicule. He finally marries a woman midget.

Paul Dale is the midget and although his role calls for no heavy dramatic acting he handles himself capably and sympathetically throughout. Lorraine Miller is the normal size woman in his life who leads him into a life of crime and then breaks his heart. Anne Sholter is the pretty circus midget whom he marries.

Although obviously produced at modest cost, the film's originality and treatment will provide audiences with the different type of entertainment which many have been demanding. It was directed by Castle who also wrote the original screenplay with Otto Schreiber. Peter Scully produced.

Running time, 74 minutes. General audience classification. June release.

Production Finally Starts on 'Valentino'

HOLLYWOOD, June 4.—The screen biography of Rudolph Valentino, which Edward Small first announced as a production project on June 14, 1938, went before the cameras at the weekend at the Columbia ranch in San Fernando Valley. Appearing in the leading roles are Toni Dexter, a newcomer, as Valentino; Eleanor Parker, and Richard Carlson.

Lewis Allen is directing George Melford, who was one of Valentino's actual directors, has been engaged to appear in a small role. Columbia will release.

Republic Pictures in 3 Broadway Houses

Following the opening of two Republic pictures Saturday, the company currently has films in three Broadway houses.

"Singing Guns," in Trucolor, with Vaughn Monroe and Ella Raines, opened at the Globe, while "Rock Island Trail," also in Trucolor, with Forrest Tucker and Adele Mara, opened at the Mayfair. Two John Wayne pictures, "Flying Tigers" and "Fighting Seabees" are playing at the Gotham.

Myron Siegel Named New York Bond Aide

Sam Pinanski, national chairman for the motion picture industry's participation in the current "Independence Bond Drive," has appointed Myron Siegel, local Cinema Circuit executive, as chairman of the New York special events committee. In this post Siegel will work with the U. S. Treasury in planning theatre tours of the Liberty Bell replica and on other theatre activities of the bond drive in the New York area.

Stars on 'Winchester' Bill

Marquee names will highlight the opening of Universal-International's "Winchester '73" at the New York Paramount on Wednesday. Heading the accompanying in-person show will be John Payne and Patricia Morison. In addition, Shelley Winters, co-starred with James Stewart in "Winchester '73," will appear in person for the first and two last stage shows on the opening day.

McCarthy Due Here From European Tour

John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs, will return to New York tomorrow on the *S.S. Queen Mary* following completion of a 10-week business tour of the Continent.

His mission dealt primarily with monetary and trading problems confronting member companies in various European countries. He conferred with government officials, local industry heads and others in Paris, Madrid, Rome, Frankfort, Copenhagen and Stockholm. McCarthy also participated in the early phases of the Anglo-American film renegotiation discussions in London last week.

Five MGM Films on Broadway in June

Three additional bookings by M-G-M will give the company at least five pictures on Broadway for one week or more this month. "The Skipper Surprised His Wife" has been penciled into the Palace the latter part of the month; "Please Believe Me" goes into the Globe after "Singing Guns"; the Capitol opens with "The Asphalt Jungle" on June 8; "Annie Get Your Gun" starts its third week Wednesday, and on the following day the Music Hall will begin the third week of "Father of the Bride."

$1,500,000 to UJW Fund

HOLLYWOOD, June 4.—Contributions to the United Jewish Welfare Fund are expected to reach $1,500,000 following the dinner last week at the Beverly Wilshire Hotel, where Golda Myerson, Israel's Minister of Labor, and Henry Ford, II, were guests of honor. The approximately 300 guests pledged $609,000 to the fund, with subsequent contributions nearing the million-and-a-half mark.

Cruea Promoted by Mono.

HOLLYWOOD, June 4.—Eddie Cruea, branch manager of Monogram's Portland exchange, has been promoted to head the larger Seattle branch, by Harold Wirthwein, Monogram's Western sales manager. Cruea replaces George Abbett, who died two weeks ago.

Spokesmen for Eleven Million Hit 20% Tax

Boston, June 4.—At the national convention held here, 2,700 delegates of the General Federation of Women's Clubs of America, representing 11,000,000 members, at the weekend voted unanimously for repeal of the 20 per cent Federal admission tax. The delegates termed the t "harsh, unfair and ineq table."

General Federatio Cites 'Stratton' Fil

BOSTON, June 4.—The motion pi ture committee of the General Fe eration of Women's Clubs of Ame ica on Friday presented its "Citati of Merit" award to Metro-Goldwy Mayer for its "outstanding produ tion" of "The Stratton Story" whi received the greatest number of vot of clubwomen across the nation fro among the Federation's 11,000,0 members. Maurice N. Wolf of Metr Goldwyn-Mayer accepted the citati in behalf of the company. The prese tation was made at a motion pictu luncheon at the Hotel Statler. Arth De Bra, director of the department community relations of the Moti Picture Association of America, spo briefly on what that organization striving to do to give the public bett pictures.

William Pine, motion picture pr ducer, stated that Hollywood is doi its utmost to produce good pictur The attacks that the motion pictu industry has taken were wholly u warranted, he declared.

Atlanta Bans 'Gigi,' Approves 'Ecstasy'

ATLANTA, June 4.—"Ecstasy," a other censorable picture, which w forbidden on the screens of theatr throughout most of the United Stat more than 10 years ago, will be pe mitted to be shown in Atlanta Christine Smith, Atlanta's film ce sor. A few scenes have been d leted, it was said.

Meanwhile, censor Smith h banned another picture from Atlan screens, "Gigi" a French pictu which was scheduled to show at t Art Theatre.

12 in Cleveland Are Close for the Summ

CLEVELAND, June 4.—List of clos houses here is growing, with 12 sh tered completely for the summer a two operating weekends only. Clos houses are the Ace, Abby, Houg 79th, Lincoln, New Broadway, Rid Globe, Knickerbocker, Rialto, C lett, Moreland and Jennings. Wa ner's Doan and Paul Gusdanovic's L Salle are closed the first three da of the week.

4 From Saul Elki For Warner Brothe

HOLLYWOOD, June 4.—With the signment by Jack L. Warner of "T Trial" to Saul Elkins' schedule, t Warner producer currently has fo films on his active production sla

Guard Morality In Films, Pope Urges

Rome, June 4.—His Holiıess, Pope Pius XII has urged n a telegram sent to the neeting here of the Office Catholique Internationale du Cinema (International Cathplic Film Office) of France hat vigilance be maintained n behalf of moral standards motion pictures.

e urged also the production of pictures that would overthrow the ravages of mmoral films.

usiness in Europe ery Good': Pincus

usiness everywhere on the Conti- t is "very good" at present, Arthur cus, Loew's International assistant ctor of advertising-publicity, ob- ed here at the weekend. Pincus, rned from a 12-week trip abroad, l there were amazing economic nges since his last trip two years .

n Italy, he said, American pictures e virtually no foreign competition, ough a lot of native production is ing underway there. Industry pos- lities in Germany are "great," cus asserted, citing the enormous strial populations concentrated in ge cities.

incus praised the results of the owmanship" tour in Europe of arles Einfeld, 20th Century-Fox ertising-publicity vice-president, de- ing that he "woke the industry up showmanship and did a lot of d."

n his trip, Pincus visited all of w's European offices, with empha- on Germany where the company ned new branches on Jan. 1.

cDonald Denies

(*Continued from page* 1)

nmission that it had asked Zenith letter to explain some of its actions connection with Phonevision.

he FCC said Zenith had been ad- tising that "Phonevision will soon here," and also made public a letter ing the tests were originally au- rized on the specific condition that company would "avoid any action t might create the impression" that onevision eventually will be per- ted on a regular basis, or that the C has approved subscription TV in nciple.

IcDonald said the FCC's concern r claims regarding Phonevision bably arose from an advertisement ich a Hempstead, N. Y., Zenith ler ran last Feb. 23.

he FCC, however, cited letters that Donald had written to all members the Radio Manufacturers Associa- and to Admiral Corp. and to etone, and in which, the FCC said, Donald encouraged the manufactur- to install Phonevision unscramblers their sets by offering them a "con- gent credit on future royalties."

exico Plans TV Quota

MEXICO CITY, June 4.—Import quo- for television apparatus are being anged by the Ministry of National nomy, as necessary because of bans many imports and restrictions on ny others to conserve dollars.

Review

"Daybreak in Udi"

(*Crown Film-David Brill*)

A SHARP documentary camera has been turned on the little African village of Udi in the province of Onitsha, Nigeria, to provide an interesting glimpse of life there. This Crown Film Unit production has the distinction of having won an Academy Award this year in the category of "distinguished achievements in documentary production." In some respects the content is similar to many other documentaries on African life, but what sets the film apart is its naturalness and simplicity, and freedom from deliberately contrived exploitation angles. The picture's appeal would lie largely with specialized audiences.

The slight narrative thread that runs through the documentary concerns the efforts to build a maternity ward in the community against the attempts of superstition and ignorance to block the project. Throughout the picture the customs and ceremonials of the primitive people, the Abaja Ibos, are revealed in graphic documentation.

E. R. Chadwick plays a British district officer who tries to inculcate the natives with the ideas of progress and self-reliance. The developments at times appears sketchy. John Taylor and Max Anderson were in charge of production. Terry Bishop directed. William Alwyn composed the music which was based on authentic Ibo themes.

Running time, 45 minutes. General audience classification. June release.

MANDEL HERBSTMAN

20th, Hurok to Film Concerts

(*Continued from page* 1)

tribute the novel screen features.

Associated with the film executive in the production of the screen concerts will be Sol Hurok, impresario, who is responsible for having secured many of the artists.

The films, described as "a distinguished innovation in the progress of screen entertainment," will star such international personalities of the music world as Arthur Rubenstein, Rise Stevens, Jascha Heifetz, Gregor Piatigorsky, Marian Anderson, Patrice Munsel, Jan Peerce and Dimitri Mitropoulos, as well as many other artists who heretofore have been available only to limited audiences who went to concert halls to hear them.

The screen concerts will unify individual productions in which several of the artists will be starred. They will be produced in Hollywood by Rudolph Polk and Bernard Luber of World Artists, Inc., Skouras said.

Polk, president of World Artists, a musician himself who has been prominent in concert circles for years, was formerly musical director of Enterprise Productions on the Coast.

Also highlighted in many of the films will be ballet sequences to be presented by Hurok, who will shortly leave for Europe to search for additional ballet artists.

Skouras said that Irving Reis, who directed such pictures as "All My Sons," "Dancing in the Dark" and "The Bachelor and the Bobby Soxer," has been chosen to direct the high fidelity sound-film programs.

Having maintained for many years that the taste of the American public is sufficiently mature to welcome such screen projects, Skouras said he is certain that the motion picture concerts will be appreciated by the moviegoing public as a part of regular theatre programs.

He revealed that tests made in several cities on the West Coast with four of the films already produced, indicated such an "enthusiastic acceptance on the part of the public that the production and release of a substantial number of these screen concert programs will proceed without delay.

"The response we have received," he added, "confirms our conviction that such motion picture entertainment would not only be enjoyed by the public but also would broaden the vistas of the nation's screens by appealing to many persons who are not now regularly patronizing movies."

Formal contract for the series was concluded last week between Polk and Peter Levathes, short subjects sales manager of the film company, who said, "specific distribution plans involving these films will be announced during the summer."

Frank and Woempner To Reduce Circuit

MINNEAPOLIS, June 4.—With negotiations in the final stages for the sale of at least one other of the circuit's 14 theatres in Minnesota, Frank and Woempner have announced the sale of the lease on the Randolph, St. Paul suburban, to Williams and Parsons. Edward H. Williams, former manager of the Lake, Minneapolis, will manage the Randolph.

During the last two years there have been numerous reports of the sale of the entire F. and W. circuit, or trimming the chain piecemeal, but the Randolph deal is the first to be consummated. The new owners assume an eight-year lease.

May Strike at Azteca Studio on Lay-Offs

MEXICO CITY, June 4.—Studio workers of the Azteca studio here are threatening strike action against layoffs scheduled for June 15. The reduction in technical forces will be necessary because of the recent merger between Azteca and the newer Churubusco studio, Azteca claims.

Major reductions will be among electricians, carpenters, laboratory workers and make-up people, all organized in the major cinema union, STIC. The union demands that continuance of the workers' jobs be assured, either at Azteca or in other studios, even though the merger will mean a drop in jobs.

NCA Will Conduct A Series of Regionals In Summer and Fall

MINNEAPOLIS, June 4.—Moving to bolster "grass roots" interests in exhibitor organization activities, North Central Allied's board of directors will meet in Minneapolis late in June to formulate plans for a series of regional meetings to be held in the late summer and early fall in key points in Minnesota and the Dakotas. Plans for the board meeting were disclosed by NCA executive counsel Stan Kane.

It is likely the meetings will be held in Duluth, Minn., Fargo and New Rockford, N. D., Sioux Falls, S. D., and a Southern Minnesota point, with NCA president Ben Berger, Kane and a number of board members making the tour as speakers and observers.

Arbitration, compulsory percentages and forced buying will likely head the agenda of the regional meetings, with showmanship also pegged for important discussions at all sessions.

Paramount Heads to Coast in Six Groups

Twenty-six Paramount home office executives and aides will begin leaving here today for the company's national sales convention in Los Angeles and for the special division managers' meeting that will precede the convention. The division managers will meet on June 8-10; the convention will take place on June 12-14.

Heading the list of executives who will leave today are: Max E. Youngstein, Fred Leroy and Oscar Morgan, to be followed tomorrow by Hugh Owen, Phil Isaacs and Russell Holman.

On Wednesday, those leaving will include A. W. Schwalberg, Ted O'Shea, A. M. Kane, Joseph Walsh, Monroe Goodman and Marty Friedman, to be followed on Thursday by Louis Phillips, Arthur Dunne, Carl Clausen and Sid Mesibov. En route Friday will be Barney Balaban, Adolph Zukor, Paul A. Raibourn, Jerry Pickman, Sid Blumenstock and Mort Nathanson. George Weltner will leave Sunday.

O'Hara Is Elected RKO Board Member

Francis J. O'Hara, member of the Washington law firm of Summers and O'Hara, was elected a director of Radio-Keith-Orpheum at a board meeting on Friday, it was announced by RKO president Ned E. Depinet.

O'Hara fills the vacancy created by the resignation of Thomas A. Slack. The new board member at one time served as general counsel for Defense Plants Corp., a subsidiary of the Reconstruction Finance Corp.

Amer. Broadcasting Quits National Group

American Broadcasting has resigned from the National Association of Broadcasters, the second network to take such action. Columbia Broadcasting System resigned from the trade association May 17.

SAG-TVA Hearing Set for June 12

Examiner Sidney H. Levy of the National Labor Relations Board will conduct an informal hearing on June 12 at National Broadcasting headquarters here in connection with the jurisdictional dispute between Television Authority and the Screen Actors Guild.

Television Authority has filed for an NLRB election to settle the dispute over control of talent in motion pictures for video. Both unions have opened negotiations with the telecasters for wage-and-hour contracts.

Tax Slash

(*Continued from page* 1)

It reaffirmed the decision to reduce the basic rate from one cent for each five cents or major fraction thereof to one cent for each 10 cents or major fraction;

It reaffirmed its decision to allow exhibitors to charge the tax on reduced price tickets on the basis of the actual reduced price rather than on the established price;

It said the effective date of the tax reduction would apply to theatre tickets bought on and after the first day of the first month which begins more than 10 days after the tax bill becomes law.

There is still considerable question whether there will be a tax bill, especially in view of the little headway the Committee is making in bringing the revenue loss and gain into balance. But assuming there will be a new tax law, it is virtually certain that it will not be enacted until late August, which would mean that the effective date of the admission cut would not be before Sept. 1, and possibly might not be until Oct. 1, depending just when in August the bill is enacted.

The Committee on Friday also reconsidered its earlier action to cut the cabaret tax from 20 per cent to 10 per cent and instead voted a reduction only to 15 per cent.

M-G-M Lists Several Moveovers for 'Annie'

Now in its third week at the State, New York, Metro-Goldwyn-Mayer's "Annie Get Your Gun" has played one week at the Poli, Hartford and then moved over to the Palace for a 3-day run. At the Grand, Atlanta, it played 17 days and in St. Louis, it ran 20 days at the State and an additional moveover week at the Orpheum. At Loew's in Dayton the run continued 17 days, while in Cleveland, at the Stillman, it is now in its fourth week. Following an eight-day run at the Victory in Evansville, Ind., it moved over to the Majestic for a week. In Bridgeport, after two weeks at the Poli, it moved over to the Globe where it holds for a third week. At the Warfield in San Francisco, it played three weeks.

Approximately 60 key-city engagements have been set for June for "Annie Get Your Gun," according to the company. This includes practically every Loew situation, plus a number of others.

RKO Slates 28 'A' Films

(*Continued from page* 1)

a schedule of Westerns and program pictures.

Currently in release is "The Capture" with Teresa Wright and Lew Ayres, and John Ford's "Wagonmaster."

Three in Technicolor

On the schedule is "Jet Pilot," now being filmed in Technicolor under the personal supervision of Hughes, with John Wayne and Janet Leigh. Other Technicolor productions include "Two Tickets To Broadway," a romantic musical and "Sons of The Musketeers" starring Cornel Wilde and Maureen O'Hara.

This fall will also bring the general release of the Sierra Pictures-Walter Wanger production of "Joan of Arc," starring Ingrid Bergman, also in Technicolor.

Three Skirball-Manning productions in the RKO line-up include Claudette Colbert in "The Secret Fury," now current; "The Story of a Divorce," Bette Davis and Barry Sullivan, and "Appointment in Samarra," based upon the John O'Hara best seller, starring Gregory Peck.

Two other Hughes' productions, "Vendetta" and "Mad Wednesday," will be in the early fall schedule. "Vendetta" stars Faith Domergue, who is being introduced in "Where Danger Lives" with Robert Mitchum. "Mad Wednesday," directed by Preston Sturges, stars Harold Lloyd.

"Alias Mike Fury" has Victor Mature, William Bendix and Terry Moore as stars. "Come Share My Love" is headlined by Irene Dunne and Fred MacMurray; "Walk Softly, Stranger" teams Joseph Cotten and Valli in a romantic drama. Cary Grant will be seen in the Lunt-Fontanne stage hit, "O Mistress Mine." "It's Only Money" stars Frank Sinatra, Jane Russell and Groucho Marx. Miss Russell will also be seen in two other features, "Montana Belle" in Trucolor, and with Robert Mitchum, Vincent Price and Tim Holt in "His Kind of Woman."

List Producers, Directors

"Carriage Entrance" stars Mitchum, Ava Gardner and Melvyn Douglas. "The Gaunt Woman" will star Dana Andrews in the Edmund Gilligan adventure. "Mad With Much Heart" stars Ida Lupino, Robert Ryan and Ward Bond.

RKO Radio studio producers include Sid Rogell, Robert Sparks, Harriet Parsons, John Houseman, Danny Dare, Alex Gottlieb, Irving Cummings, Jr., Jack J. Gross, Warren Duff, Jerrold T. Brandt, Polan Banks, Howard Welsch and among its directors are Robert Stevenson, Ted Tetzlaff, Nicholas Ray, George Marshall, Lewis Allen, Josef von Sternberg, John Farrow, James V. Kern, Allan Dwan and Irving Cummings.

Chadwick Cites

(*Continued from page* 1)

cross-country tour to urge exhibitors to increase bookings of independently-produced films.

Chadwick reported this here on Friday following his arrival from Philadelphia, where he spoke before a group of exhibitors. Among the points being made by Chadwick in his conferences with showmen is that they hold their patronage of reissues to "legitimate" reissues. He said his arguments have been well received by exhibitors thus far. He coupled the exhibitors of the South with those of New England as meeting IMPPA standards. He has spoken with some of the former.

The IMPPA president will leave here this week for talks with exhibitors in Albany and Buffalo. He is scheduled to be in Ithaca on Thursday for a class reunion at Cornell. Other key cities still on his itinerary of exhibitor conferences are: New York, Cleveland, Detroit, Chicago, Milwaukee, Minneapolis, Denver, Omaha, Des Moines, Seattle, Portland and San Francisco.

SAG Members

(*Continued from page* 1)

proposed schedule called "inadequate and lowering the conditions of motion picture actors."

The contract proposals approved by the membership at tonight's meeting provide for a guild shop and a basic minimum salary fixed at $55 per eight-hour day and $175 per 48-hour week, which is identical with SAG minimums for other motion pictures.

Other provisions call for an additional payment of the same amount to actors for each time, after the first, the picture is televised in each locality across the nation.

Arnall-SIMPP Meet

(*Continued from page* 1)

Mauretania from England on Saturday following participation in the London trade negotiations along with Eric A. Johnston, president of the Motion Picture Association of America, and James Mulvey, head of Samuel Goldwyn Productions.

Coast labor also is slated to be taken up at SIMPP Hollywood meetings shortly following the arrival from Europe of Richard F. Walsh, president of the IATSE. Walsh is due in New York on June 20 and almost immediately will leave for the Coast to discuss with studio unions the employment problems connected with the proposed British agreement.

UK Trade Board Informs Film Groups of Pact Terms

LONDON, June 4.—Representatives of the British Film Producers Association, the Cinematograph Exhibitors Association and trade unions were informed of the terms of Britain's proposals for a new film pact with the American industry at a meeting at the Board of Trade here on Friday. Board president Harold Wilson had invited the groups but being on vacation his place was taken by his assistant, Rupert Somervill, who disclosed details of the proposed deal at the session.

UA First-Run Sales

(*Continued from page* 1)

engagement of "Love Happy" at the Ronnie, National and Manchester drive-ins, with a combined capacity of 1,500 cars, grossed $2,550, and estimated the second week at $2,000.

The result compares with a gross of $1,500 for "Red River" at the 1,800-seat Loew's State, St. Louis first-run, according to a UA executive.

Three E-L and FC Exchanges Closed

Eagle-Lion and Film Classics have closed their exchanges in Omaha, New Haven and Albany, preparatory to the merger of the companies effective June 12, which will bring into being the new company, Eagle-Lion Classics. ELC will maintain exchanges in 28 other cities.

The new company will service Omaha out of Des Moines, New Haven out of Boston, and Albany out of Buffalo, according to ELC distribution vice-president William J. Heineman. He said that exhibitors in the three cities where the exchanges have been abandoned will be serviced by on-the-spot shipping, sales and distribution facilities.

U-I, Chicago

(*Continued from page* 1)

Stratford and Englewood theatres bi the Ridge and Granada theatr Olympic and Berwyn theatres; L coln, Century and Belmont theatr and the Jackson Park, Stony a Jeffery theatres.

Universal will thus join Pa mount, Loew's, 20th-Fox, RKO Ra and United Artists, which compan have set up similar zoning plans si the Jackson Park decree went i effect here.

Universal, it is understood, w go into full-fledged bidding to provi greater revenue and to obtain a wic range of bookings on films, whi many exhibitors have demanded, l have not been able to obtain becau of the negotiation plan.

Houses which have sought U product are those theatres which ha moved into first subsequent-run po tion, but have been unable to bid f the company's product.

Under the decree, bidding h proved a successful system here f the many theatres vying for produ coming out of the Loop. At prese approximately 30 theatres, includi drive-ins, are playing first subseque run, and are competing for an ave age of three to four films each we

Defends Film 'Happ Endings' as 'Realism

BUFFALO, June 4.—"Hollywood fil have happy endings because they r flect American ideals, hopes and a pirations," Marjorie G. Dawson, ass ciate director of the Motion Pictu Association of America's communi relations department, said here Frid while speaking before the annual co vention of the New York Associati of University Women at the Ho Statler.

Mrs. Dawson took issue with cr ics who feel that only the tragic d nouement in films can be most co sistent with realism. "The dreams a aspirations of American pioneers f a happier and more comfortable li have become the realities of today she said. "The dreams and aspiratio which are today reflected in Americ movies can as well become the rea ties of tomorrow."

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
April 30	(April Releases) WOMAN OF DISTINCTION Rosalind Russell Ray Milland C-D—85 min. (Rev. 2/24/50)	(April Releases) THE PERFECT WOMAN Patricia Roc Stanley Holloway D—87 min. (015)	REFORMER AND THE REDHEAD June Allyson Dick Powell D—90 min. (Rev. 3/8/50)	WEST OF WYOMING Johnny Mack Brown O—57 min.	(April Releases) RIDING HIGH Bing Crosby Coleen Gray D-M—112 min. (4917) (Rev. 1/9/50)	WOMEN FROM HEADQUARTERS Robert Rockwell D—60 min. (Rev. 5/16/50) SALT LAKE RAIDERS Alan Rocky Lane O—60 min. (Rev. 5/18/50)		(April Releases) (Color) CHEAPER BY THE DOZEN Jeanne Crain Clifton Webb C—85 min. (Rev. 3/27/50)	JOHNNY ONE EYE Dolores Moran Wayne Morris Pat O'Brien D—78 min.	(April Releases) MA AND PA KETTLE GO TO TOWN Marjorie Main Percy Kilbride C—70 min. (Rev. 3/29/50)	
May 7	MILITARY ACADEMY Stanley Clements D—76 min. (Rev. 4/24/50) CARGO TO CAPETOWN Broderick Crawford Ellen Drew D—80 min. (Rev. 3/31/50)	KIND HEARTS AND CORONETS Dennis Price Valorie Hobson C—104 min. (Rev. 5/3/50) KILL OR BE KILLED Lawrence Tierney George Couloris D	PLEASE BELIEVE ME Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)	FATHER MAKES GOOD Raymond Walburn C—61 min. (Rev. 6/1/50)	CAPTAIN CAREY, U. S. A. Alan Ladd Wanda Hendrix D—83 min. (4918) (Rev. 2/21/50)	HILLS OF OKLAHOMA Rex Allen O		(Color) WABASH AVENUE Betty Grable Victor Mature Phil Harris M-D—92 min. (Rev. 3/31/50)		ONE WAY STREET James Mason Marta Toren D—79 min. (Rev. 4/12/50)	THE DAMNED DON'T CRY Joan Crawford David Brian D—103 min. (921) (Rev. 4/6/50)
May 14	TYRANT OF THE SEA Rhys Williams Ron Randell D—70 min. OUTCAST OF BLACK MESA Charles Starrett O—54 min. (Rev. 5/3/50)	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D—76 min. (Rev. 5/15/50)	SHADOW ON THE WALL Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)	LUCKY LOSERS Leo Gorcey C		ROCK ISLAND TRAIL (Color) Forest Tucker O—90 min. (Rev. 5/4/50)	THE CAPTURE Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50)		SO YOUNG SO BAD Paul Henreid Catherine McLeod (Rev. 5/29/50) D	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	
May 21	(May Releases) NO SAD SONGS FOR ME Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50)	WINSLOW BOY Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	THE BIG HANGOVER Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)		(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	SAVAGE HORDE William Elliott O—90 min.		(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)		I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	COLT .45 (Color) Randolph Scott Ruth Roman D—74 min. (922) (Rev. 5/3/50)
May 28	FRIGHTENED CITY Charles Korvin Evelyn Keyes D KILL THE UMPIRE William Bendix Una Merkel C—78 min. (Rev. 5/2/50)	THE GOLDEN GLOVES STORY James Dunn Kay Westfall D—76 min. (Rev. 4/24/50) GLASS MOUNTAIN Valentina Cortesa M-D-90 min. (Rev. 1/13/50)	ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)	(Re-release) SILK STOCKING MURDER Carole Landis D		DESTINATION BIG HOUSE Dorothy Patrick Robt. Rockewell D—60 min.	THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)	THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)	THE WHIPPED Dan Duryea Gale Storm D—89 min. (Rev. 3/28/50)		
June 4	COWTOWN Gene Autry O—70 min. (Rev. 5/16/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50)		HUMPHREY TAKES A CHANCE Joe Kirkwood Leon Errol C-D							CAGED Eleanor Parker D—96 min. (Rev. 5/2/50)
June 11	BEAUTY ON PARADE Robert Hutton D—66 min. (Rev. 3/23/50) CUSTOMS AGENT William Eythe D—72 min. (Rev. 4/13/50)	EYE WITNESS Robt. Montgomery Leslie Banks D HIGH LONESOME (Color) John Barrymore, Jr. Chill Wills D	FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50)		(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)		WOMAN ON PIER 13 Laraine Day Robert Ryan D—73 min. (Rev. 9/21/49)	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50)	IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min.	(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm C—86 min. (Rev. 5/24/50)	THIS SIDE OF THE LAW Kent Smith Viveca Lindfors D—74 min. (Rev. 5/31/50)
June 18	(June Release) GOOD HUMOR MAN Jack Carson C—82 min. (Rev. 5/29/50)	TIMBER FURY David Bruce D—63 min. IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min.		SIDE SHOW Don McGuire Tracey Roberts D	(Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)	THE AVENGERS John Carroll Adele Mara D	THE WHITE TOWER Glenn Ford Valli D	LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)		SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50) SPY HUNT Marta Toren Howard Duff D	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50)
June 25	FORTUNES OF CAPTAIN BLOOD Louis Hayward D—91 min. (Rev. 5/17/50) STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50)	THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	LOST VOLCANO Johnny Sheffield Donald Woods	(Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	TRIGGER, JR. (Color) Roy Rogers Dale Evans O COVERED WAGON ROAD Alan Rocky Lane O					
July 2	HOEDOWN Eddy Arnold O—64 min. TEXAS DYNAMO Charles Starrett O	(July Release) THE SUN SETS AT DAWN Walter Reed D	HAPPY YEARS Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)		(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)	TRIAL WITHOUT JURY Robt. Rockwell D	WHERE DANGER LIVES Robert Mitchum D	(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50)	ONCE A THIEF Marie MacDonald Caesar Romero D	(July Releases) WINCHESTER 73 James Stewart Shelley Winters D PEGGY (Color) Diana Lynn Charles Coburn D	BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)
July 9		GOLDEN SALAMANDER Anouk D—96 min. NAUGHTY ARLETTE Mai Zetterling D—86 min.	DUCHESS OF IDAHO Esther Williams Van Johnson M-C	SNOW DOG Kirby Grant Elena Verdugo D	MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50) C	THE OLD FRONTIER Monte Hale O	BORN TO BE BAD Joan Fontaine Robert Ryan D OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D		SHAKEDOWN Howard Duff Brian Donlevy D	GREAT JEWEL ROBBER David Brian D

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: April)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: April)

FILM CLASSICS

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: April)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: April)

CONGOLAISE
(Documentary)
(Release 4/17/50
(Rev. 5/18/50)

GOOD TIME GIRL
Jean Kent
D—81 min.
(Rev. 5/25/50)
(Release 5/11/50)

LIPPERT

OPERATION HAYLIFT
Bill Williams
D—74 min.
(Rev. 4/27/50)
(Release: 4/25)

CROOKED RIVER
J. Ellison
D
(Release: 5/5)

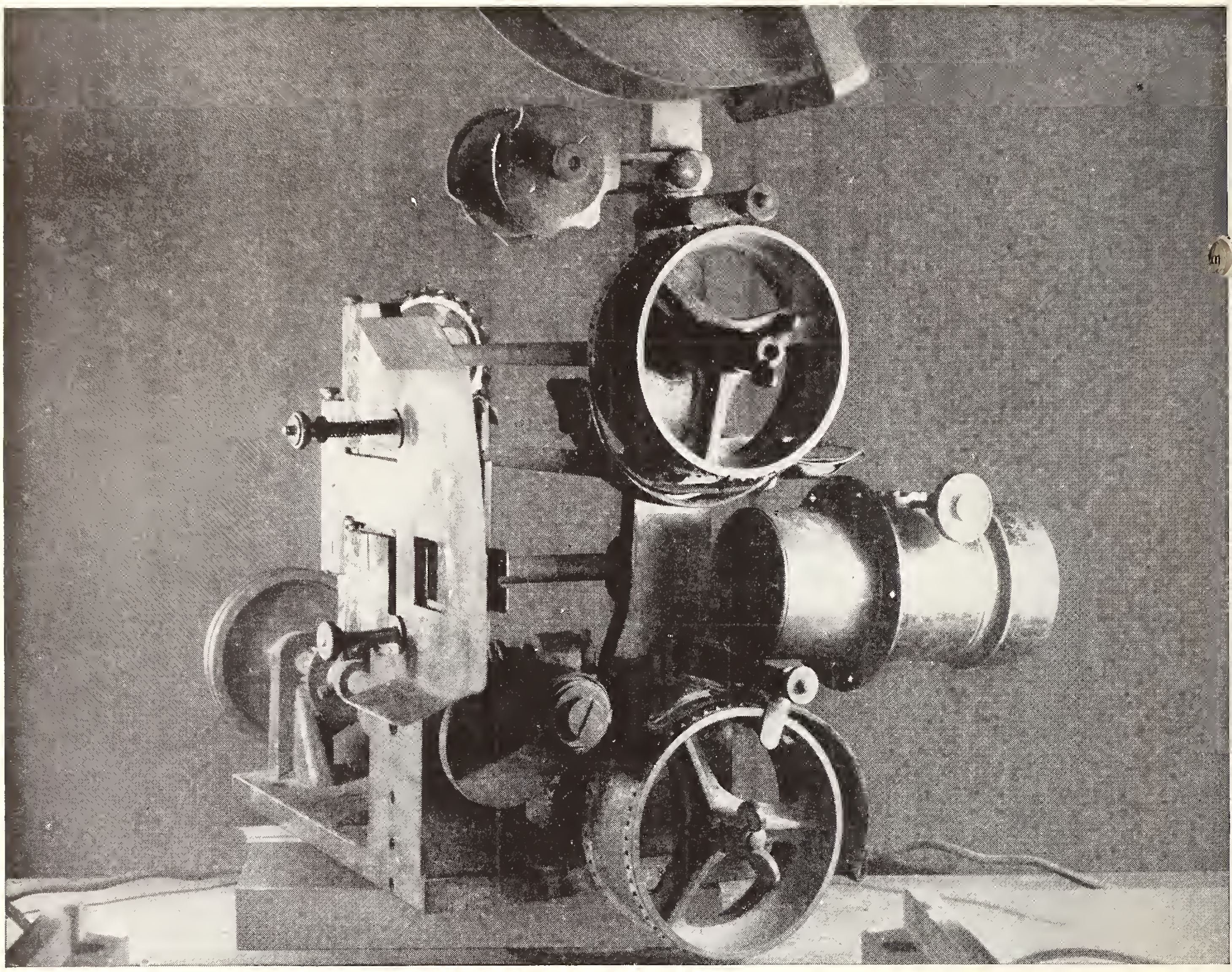
HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

FAST ON THE DRAW
J. Ellison
(Release: 5/19/50)
D

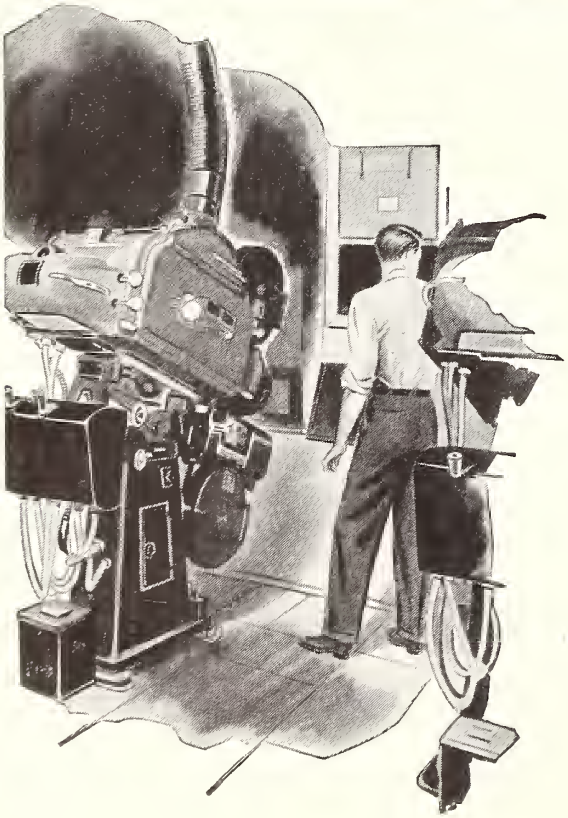
ROCKETSHIP XM
Lloyd Bridges
D—77 min.
(Release: 5/2)
(Rev. 5/3/50)

MOTOR PATROL
Don Castle
D—67 min.
Release: 6/6
(Rev. 5/10/50)

[*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.*]



The Armat Vitascope which projected the first theater movie, April 23, 1896.



With this, the "unseen showman" got his epoch-making start . . .

THE projectionist has come a long, long way . . . since the 1890's when he put on his show with equipment such as this.

And today, as then, much of a motion picture's success depends upon the unseen showman in his booth.

To his sure sense of split-second timing . . . to his alert control of sound . . . to his deft handling of elaborate equipment . . . the film illusion owes much of its dramatic, realistic presentation on the screen.

Helping the projectionist to keep the mechanics of the medium from intruding is the top quality of Eastman motion picture films (both sight and sound) . . . members of a famous family started more than fifty years ago.

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Accurate Concise and Impartial

NO. 108 NEW YORK, U. S. A., TUESDAY, JUNE 6, 1950 TEN CENTS

ouse Group otes to End aw Stock Tax

anwhile, Reductions peril Whole Tax Bill

ASHINGTON, June 5.—As the ok for any tax bill this year a sharp turn for the worse, House Ways and Means Com- e today reaffirmed earlier tenta- votes to eliminate the 15 per to 25 per cent excise on raw , film, cameras and other photo- nic apparatus used as part of film- ng, and to cut the tax rates on pparatus not used in production me other business.

e vote means a considerable sav- or Hollywood studios, if the tax ecomes law. At present the in- y is paying a 15 per cent tax on stock, film and plates, and a 25 cent tax on cameras and other graphic equipment. All would be ree under the bill.

ere were several reasons for

(*Continued on page 4*)

hibitors Plan Suit End Ky. Excise

UISVILLE, June 5.—Plans to chal- the constitutionality of the state ssion tax through filing a declara- judgment suit to prove the tax iscatory and discriminatory" be acted upon by the board of Kentucky Association of Theatre ers at its meeting here on Fri-

arence Taylor, assistant to the

(*Continued on page 4*)

MPP Meet on UK ct Here Thursday

stern distribution committee of Society of Independent Motion ire Producers will meet here on sday for a discussion of the terms e new trade agreement proposed he British. SIMPP president G. Arnall arrived in New York England on Saturday and im- ately proceeded to his home in nta. He called Thursday's meet- from there yesterday.

Majors Settle With Nomikos

CHICAGO, June 5.—An out-of-court settlement in three separate equity anti-trust suits filed last year by one plaintiff, independent exhibitor Van A. Nomikos, against the majors and Balaban and Katz, has been effected by the plaintiff's attorney, Seymour Simon. The suits were filed on behalf of the Empress, Olympic, Cicero and Rockne (formerly Ambassador) theatres. Each charged discriminatory selling practices.

Settlement terms have provided each house with the ability to compete for first-run product coming direct from the Loop here.

Aim Was to Protect Public: McDonald

WASHINGTON, June 5.—Zenith President E. F. McDonald neatly sidestepped today the Federal Communications Commission's sharp charges that he may have misled the public into believing that Phonevision was here on a permanent, and not an experimental basis.

Last week the FCC declared that it would hold up action on Zenith's request for an extension of time in the Phonevision test until McDonald filed a verified statement explaining his actions in offering radio manufacturers a royalty cut for installing Phonevision decoder outlets in their

(*Continued on page 4*)

US SUPREME COURT AFFIRMS DECREE

Loew's, 20th-Fox, W.B. Get 3-Year Divorcement Period, 6 Months on Plan

WASHINGTON, June 5. — The U. S. Supreme Court today in effect ordered Loew's, Warner and 20th Century-Fox to carry out the divorcement and divestiture provisions of the February decree of the New York statutory court.

Acting on appeals of the three companies and the cross-appeal of the government, the high court affirmed the lower court decision and order. It gave no opinion. Seven of the justices agreed with this decision. Two, Justices Clark and Jackson, did not take part due to connections with the Paramount case before they were named to the bench.

As a result of today's high court action, apparently writing finis to the

(*Continued on page 4*)

20th Slates 3 In September

Three of 20th Century-Fox's top productions, two of them in Technicolor, will be released in September, it was announced here yesterday by Andy W. Smith, sales vice-president. The three are: "Panic in the Streets," co-starring Richard Widmark and Paul Douglas; "My Blue Heaven," Technicolor musical starring Betty Grable and Dan Dailey, and "The Black Rose," in Technicolor, with Ty-

(*Continued on page 4*)

Reshuffle Hearing Dates for 'The 8'

WASHINGTON, June 5.—Dates have been reshuffled for the appearance here for judgment of the remaining eight of the "unfriendly 10" witnesses cited for contempt in the House Un-American Activities Committee hearings on Hollywood in 1948.

All eight agreed to have their cases decided on the outcome of the appeals of John Howard Lawson and Dalton Trumbo. The U. S. Supreme Court

(*Continued on page 4*)

SAG's Demands 'Undercut' TVA's, Heller Maintains

George Heller, national executive secretary of Television Authority, asserted here yesterday that the Screen Actors Guild's demand for $55 a day for performers in film television "undercuts by half" the demands made by TVA for the same work. The unions are fighting for jurisdiction over talent in films for television.

Heller's assertion was made in reply to statements made by the SAG leadership at a membership meeting Sunday night in Hollywood that under SAG wage demands for television film, performers would work at rates considerably higher than those demanded by TVA, the TVA executive said.

"SAG leaders have completely distorted the facts," Heller said. "Under the rates proposed by SAG, the minimum for performers in a half-hour program of film television would be $110 for two days' work with 16 hours for rehearsal. Under the rates proposed by TVA, the same performer working on the same program

(*Continued on page 4*)

Stiffer Trust Law Penalties Approved

WASHINGTON, June 5.—The House today passed and sent to the Senate a bill to boost from $5,000 to $50,000 the maximum penalty for violating the Sherman anti-trust law.

The Administration hopes Senate approval may be won before adjournment. It would be the first increase in the Sherman Act penalty since the

(*Continued on page 4*)

Expect Another WB Extension on Split

A new extension of the deadline for Warners to break with its partners in Atlantic Theatres, New Jersey circuit, probably to July 6, is expected to be given by the Department of Justice. The deadline at present is today but the film company has told the Department that the additional time is needed to wind up current dissolution negotiations.

Meanwhile, on the overall impend-

(*Continued on page 4*)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's SUNSET BOULEVARD A Hollywood Story

NOW BEING PRESOLD BY COAST-TO-COAST TOUR OF ITS DISTINGUISHED STAR, GLORIA SWANSON

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

HAMILTON MACFADDEN has resigned as head of the New York office of the State Department's international motion picture division "effective within a few months," he reported yesterday. A former producer-director, MacFadden indicated that he is making plans to return to the motion picture industry.

•

Hollywood, June 5. — Although the British remittance pact proposals were discussed only briefly, pending receipt of the official text, at the regular weekly meeting of the Hollywood AFL Film Council today, indications are that the group will continue to oppose any commitment to increase production abroad by American studios.

•

CINCINNATI, June 5.—Business at first-runs here continues considerably below house averages, with a few isolated exceptions. Attendance at subsequent runs is even worse, with the Orpheum, Glenway and Liberty theatres closing during the past fortnight. Six were closed previously, and others are expected to follow.

F. Warren, 65, Once Goldwyn Distributor

Frederick B. Warren, 65, at one time U. S. and European distributor for Samuel Goldwyn films and formerly publisher of the *St. Louis Star*, died at Midtown Hospital here on Sunday following a brief illness. Warren, who retired from film ditribution in 1934 to work on a history of newspaper publishing, had been a field representative of the American Newspaper Publishers Association since 1938.

A brother, U. S. Controller General Lindsay C. Warren, and two sisters survive.

Joseph Stanley, Irish Hero and Exhibitor

DUBLIN, June 4.—Joseph Stanley, exhibitor, newspaper publisher and hero of the Irish uprising of 1916, died June 2 in Drogheda. For years Stanley was head of the Irish Provincial Exhibitors Association and was an active spokesman on industry affairs. He operated several small town theatres and owned the *Drogheda Argus* newspaper. Stanley was underground printer and editor for the Irish revolutionists in 1916.

Mrs. Abramson Services

Funeral services will be held today at West End Funeral Chapel for Lillian Forma Abramson, secretary for many years to executives at 20th Century-Fox and later with the Motion Picture Export Association. Mrs. Abramson died at her home here yesterday after a long illness. Mrs. Abramson is survived by the widower, Isidore; two sisters, Ruth Forma, an employee at 20th-Fox, and Mrs. Esther Crosney of California and New York, and by two brothers, Murray and David Forma of this city.

Personal Mention

PHIL REISMAN, RKO Radio foreign vice-president; LOUIS LAZAR, Paramount European theatre operations manager, and LEE GERSTEN, Hollywood writer, are among the passengers sailing from here today for Europe on the *S. S. Ile de France*.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for New Orleans.

•

D. J. GOODLATTE, Associated British Cinemas managing director, will sail from here today for England on the *S. S. Mauretania*.

•

HARRY M. KALMINE, Warner Theatres president, and W. STEWART MCDONALD, treasurer, left here yesterday for Philadelphia.

•

CHARLES SIMONELLI, Universal-International exploitation director, returned here yesterday from Cincinnati.

•

W. C. GEHRING, 20th Century-Fox assistant general sales manager, is in Philadelphia from New York.

SAMUEL N. BURGER, Loew's International sales manager, has returned here from Europe.

•

MAURICE SILVERSTEIN, Loew's International Latin America regional director, has returned here from a tour of Cuba and Mexico.

•

DAVID BEZNOR, counsel for the Colosseum of Motion Picture Salesmen of America, arrived here yesterday from Milwaukee.

•

RUBE JACKTER, Columbia assistant general sales manager, will be in Philadelphia tomorrow and Thursday from New York.

•

GEORGE H. CHASANAS, Loew's International manager in Egypt, and LEON FELDUN, manager in Israel, are in New York.

•

WILLIAM K. HEDWIG, head of Nu Art Films, has returned here from a tour of Eastern Seaboard states.

•

EDWARD J. RAFTERY will speak tonight at the monthly dinner of the Baltimore Variety Club.

2½-Hour TV Show on NBC for Palsy Fund

Milton Berle will be master-of-ceremonies on a special variety show over the National Broadcasting television network on June 10, from 9:30 to midnight, EDT, for the benefit of the United Cerebral Palsy Associations. Talent lined up for the program so far includes Tony Martin, Dean Martin and Jerry Lewis, Tex and Jinx McCrary, Robert Merrill, Jane Pickens and Martha Raye.

'Winchester' Wagon Promotes Palsy Fund

In connection with the world premiere of "Winchester '73" at the Paramount Theatre in New York tomorrow, Universal-International and the Paramount have devised a special covered wagon promotion to aid the current fund-raising drive of the United Cerebral Palsy Associations.

The "Winchester '73" covered wagon which was unveiled in front of the Paramount yesterday, accompanied by three models dressed in cow-girl costumes, is bannered to highlight both the picture and the drive.

Burris Smith, 36

MEMPHIS, June 5.—Burris Smith, 36, Pocahontas, Ark., exhibitor, died at his home early today after a heart attack. Smith and his brother, Henley Smith, operated the Imperial Theatre and the Skylark Drive-in at Pocahontas and were associated in the ownership of the Skylark Drive-in at Clarksdale, Miss.

Sears on the Mend

Showing daily improvement, Gradwell Sears, president of United Artists, is expected to be discharged from New York Hospital this week. He entered last Thursday following a heart attack.

Name O'Neal Variety N. W. Representative

SAN FRANCISCO, June 5.—International Chief Barker Marc Wolf has appointed Jimmy O'Neal as International Representative to supervise San Francisco, Portland and Seattle. O'Neal succeeds Abe Blumenfeld, who resigned.

The charter of Columbus Tent No. 2 has been revoked because of inactivity. With the newly-granted Salt Lake City charter, Variety now has a membership of 9,632.

More EL-FC Changes

MILWAUKEE, June 5.—Eddie Gavin, branch manager of Film Classics of Milwaukee, will go over to Eagle Lion Classics as salesman when Film Classics and Eagle Lion consolidate June 12. William Griffiths, salesman for Film Classics, will go to work for Benny Benjamin at Screen Guild. Other salesmen at Film Classics are undecided as to their plans.

Tunick Retains Indianapolis Post

INDIANAPOLIS, June 5.—Gene Tunick, who has been Eagle-Lion branch manager here for the past year, remains in that capacity in the combined set-up with Film Classics. Sol Greenberg, who was chief booker and office manager for Film Classics, retains that capacity in the merger. Salesmen are D. J. McCarthy and Irving Drubin. Neal Wylde, who was Eagle-Lion booker, will take over booking at Universal June 19.

Para. Stock Meet Today

First annual stockholders' meeting of the new Paramount Pictures Corp. will be held at the home office here today with all present directors as candidates for reelection. Proposals by a minority holder to consider reduction of salaries of executives and to limit pensions will be voted on.

Cleveland Owner Ask Union for Aid

Cleveland, June 5.—Ernes Schwartz, president of th Cleveland Motion Picture Ex hibitors Association and group of members met wit Harland Holmden, busines agent for Local No. 16 IATSE, to present for hi consideration, a report o bad theatre business a[illegible] t ask for temporary relie[illegible]n his union. Some of th[illegible] ex hibitors stated that unles they get relief to reduce op erating expenses, they will b forced to close. Holmde agreed to present the exhibi tors' problem to his boar and then to members.

Goldsmith Financi Plans Off to July

I. G. Goldsmith, independent ducer, will leave here today for Coast accompanied by his wife, Caspary, following a week's stay ing which he opened negotiations a $2,000,000 revolving fund to fin his own films.

Goldsmith said yesterday he wil turn in July with his attorney, H Herzburn, to resume discussions a financial group here. En route to the Coast he will stop off at cago to show his newest film, "T Husbands," to associates in that

Russell 'Subs' for Wyl

Due to the press of affairs in H wood, where he is preparing "De ive Story" for Paramount, Wil Wyler will be unable to attend dinner and ceremonies tonight at Waldorf-Astoria here of the World Award Committee, to rec the 1950 award for motion pict Instead, he will be represented Harold Russell, armless veteran was one of the stars of "Best Y of Our Lives."

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PARAMOUNT TIMES SQUARE
Midnight Fe
Nightl

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roposes Permanent Better Movies’ Drive

San Francisco, June 5.—ith the local “Movies Are etter Than Ever” campaign rawing to a close, Jess Levin, eneral Theatrical Company xecutive, put the proposion before the committee at they meet from time to me and make “Movies Are etter Than Ever” a perma[illegible]stitution. The sugges[illegible]as accepted with high pproval.

sclose Admission stem of Rebates

new system for selling motion re theatre admissions will be re-d to the trade today by Murray Associates at the New York law s of Nemeroff, Jelline, Danzig Paley.

scribed yesterday by Murray Kay “system of time-clocked motion re theatre tickets whereby a pa-may enter a theatre for a given h of time and pay only for what ees,” the development is called t-O-Show.”

w York theatres, Kay said, have invited to “test” the system which include clocking machines that patrons receipts for that part of otion picture show which they not remain to see. The receipt may be applied against the price lmission at a later date.

y contends that the system “will ture to a major degree theatres’ dling income.”

arles Garner Retires

TROIT, June 5.—Charles A. Gar-roadshowman here for 30 years, etired from business after a long s. He has sold his Garner Films, to Al Typinski and Frank ng, Jr., who operate a film and ra company.

nston at Graduation

LTIMORE, June 5.—Eric Johnston, dent of the Motion Picture Asso-n of America, has accepted an ation to address the University laryland’s 1950 graduation class mmencement exercises on June t College Park, near here.

ion Votes Fund for 3

NCINNATI, June 5.—As a tribute e memory of its late president, r F. Hild, the Musicians Union has voted a $14,400 fund to pro-college educations for the three children.

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ite, phone or wire for reservations.

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Reviews

“The Rocking Horse Winner”

(*Rank—Universal-International*)

AN odd parable on money is presented in a dramatic mixture of comedy, whimsy and tragedy in “The Rocking Horse Winner.” This J. Arthur Rank British importation boasts some fine performances in a story of irony and monotone. Like most British pictures, the pace is quite leisurely compared to ours, and accents are pronounced. The picture very likely will leave its greatest impression on discriminating audiences.

John Howard Davies portrays the sensitive youngster who is perplexed and troubled by the perpetual bickering of his parents over money. His mother, Valerie Hobson is luxury-loving and extravagant, while his father, Hugh Sinclair, is usually out of a job and in need of cash. One day Davies is given a rocking horse as a present. Having been taught to love horses by his friend, the household handyman, John Mills, the boy rides the toy with wild relish. In time the boy discovers that he also has the strange gift of being able to predict winners at the nearby race track. He persuades Mills to place a bet, wins, persuades him again and again till a partnership is formed and the winnings roll in. Presently the boy’s wealthy uncle, Ronald Squire, joins the partnership.

Now with the boy’s mother desperately pressed for money, the boy arranges to have her receive his winnings in the guise of a legacy from a distant relative. With this money she proceeds to spend lavishly but still finds that happiness is elusive. This has a traumatic effect on the boy. Presently he loses his gift for predicting winners, gets ill and dies. The tragedy brings a complete transformation over Miss Hobson regarding money.

Obviously, this John Mills production can be interpreted on many levels of understanding. It was based on a story by D. H. Lawrence and Anthony Pelissier directed. Earl St. John was executive producer of this Two Cities Film.

Running time, 91 minutes. General audience classification. June release.

MANDEL HERBSTMAN

“Colorado Ranger”

(*Lippert Productions*) *Hollywood, June* 5

THE over-all account rendered in “Colorado Ranger” is fair for a Western of its type, with action aplenty through most of the footage and its riding and fighting, despite a tale that is not too easy to follow. It is the third in the Lippert series built around Jimmy Ellison, Russ Hayden, Raymond Hatton and Fuzzy Knight, but it lets down the pace set by the first two.

The issue at stake is unclearly defined, and the several bad men, in common with the right guys, spend a lot of time cooing at a baby found in the ranch house, which is the center of interest, a commendable preoccupation, but decidedly an interruption of tempo; nice baby, though.

The Ron Ormond-Maurice Tombragel script appears to have to do with the efforts of a not very clearly identified rapscallion to run homesteaders off their property. To the area come, separately, Ellison, Hayden and Hatton, who enter the head villain’s employ, in order to get the inside of what’s going on. They operate in sundry ways, singly and together, to thwart the scheme, as the tale winds its way to the usual satisfactory conclusion. Ormond produced, Murray Lerner was associate executive, and Thomas Carr directed. Others in the cast are Betty Adams, Tom Tyler, George Lewis, John Cason, Stanley Price, Stephen Carr and Bud Osborne.

Running time, 58 minutes. General audience classification. Release date, not set.

Safety Awards for MGM, Smith, O’Brien

WASHINGTON, June 5.—M-G-M, Pete Smith and David O’Brien will be honored Wednesday by the President’s National Conference for Industrial Safety for their parts in the film short, “Wrong Way Butch.”

Smith produced the short, which deals with ways of preventing industrial accidents and deaths, for M-G-M, and O’Brien starred. Presentation of statuettes will be made by Secretary of Labor Tobin.

Max Weinberg, M-G-M Eastern short subject representative, will leave here today to join Pete Smith in Washington.

AMPP, Breen Host Patil

HOLLYWOOD, June 5.—S. K. Patil, Mayor of Bombay, India, and chairman of the Indian Government’s Film Inquiry Committee, was luncheon guest of the international committee of the Association of Motion Picture Producers and Joseph I. Breen, Production Code Administrator, at the Beverly Wilshire Hotel here today.

Legion Reviews 7; All Are Rated ‘A’

Seven additional pictures have been reviewed by the National Legion of Decency with all receiving “A” ratings. In Class A-I are 20th Century-Fox’s “Cariboo Trail,” Monogram’s “Six Gun Mesa” and “Gunslingers,” and Universal-International’s “Spy Hunt.”

In Class A-II are Monogram’s “Lucky Losers,” Lippert’s “Motor Patrol” and Eagle-Lion’s “So Long at the Fair.”

Critics Select ‘Annie’

CLEVELAND, June 5.—“Annie Get Your Gun” was selected as the best first-run picture released downtown during April by the Cleveland Film Critics Circle and will receive the trophy awarded monthlv by the three local film critics, W. Ward Marsh, *Plain Dealer*; Omar Ranney, *Press*, and Arthur Spaeth, *News*. “Wagonmaster” and “Ticket to Tomahawk” were second and third choice. The monthly Film Critics Circle Award is part of the Cleveland showmanship campaign.

U.S. Circuit Court Reserves Decision in ‘Boundaries’ Appeal

NEW ORLEANS, June 5.—The U. S. Circuit Court of Appeals here has reserved decision on the appeal by producer Louis deRochemont and Film Classics of the Atlanta District Court’s ruling upholding the Atlanta censor in the “Lost Boundaries” action.

Ambrose Doskow of the New York law firm of Samuel I. Rosenman argued in behalf of the film company plaintiffs at today’s hearing. DeRochemont and Film Classics are challenging the censor’s banning of the picture.

Should the “Lost Boundaries” case reach the U. S. Supreme Court eventually, the Motion Picture Association of America will lend its support to the plaintiffs as it did in the “Curley” censorship litigation, it was understood in New York yesterday.

Fight ‘Thief’ Ban in Portland

PORTLAND, Ore., June 5.—Dwight L. Schwab, attorney for Martin Foster, manager of the Portland Guild Theatre, said he will ask the Circuit Court here to enjoin the Portland City Council and the censor board from banning the showing of “The Bicycle Thief.” Censorship of the picture, Schwab said, “is ridiculous.”

Schulte House Burns, Manager Flees Bldg.

DETROIT, June 5.—The year-old Hudson Theatre Building in Hudson was destroyed by fire of undetermined origin at a loss estimated at more than $100,000. It was owned by William Schulte, circuit operator of Detroit.

Theatre manager Verne Morgan told firemen he awoke early in the morning and smelled smoke in his apartment over the theatre. By the time he could summon aid he and his family were forced to flee.

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City of Detroit May Prohibit Drive-ins

Detroit, June 5.—The drafting of an ordinance which would outlaw construction of drive-in theatres within the city limits was asked of Corporation Counsel Frank G. Schemanske by the City Council.

Councilman Edward D. Connor told the Council that a nationwide survey had revealed that drive-in theatres adjacent to built-up areas had resulted in floods of complaints.

Raw Stock

(*Continued from page* 1)

greater pessimism on the outlook for a tax bill this year. The committee in its second round of voting on excises is increasing its tax cuts rather than reducing them, making it more and more difficult for it to report out a balanced bill. Also, chairman Doughton and several other members are losing enthusiasm for the bill because of the inclusion of certain provisions they oppose; and House Speaker Rayburn, who returned to town over the weekend, is making strict demands that the bill make up as much in new taxes as it loses in excise and other cuts.

McDonald Tells FCC

(*Continued from page* 1)

sets and in placing newspaper advertising which intimated that Zenith was here to stay.

In a verified statement received at the Commission today McDonald declared his offer to the radio manufacturers was purely to protect the public's purse in the event that Phonevision should eventually become a permanent fixture.

McDonald said: "It would cost the public millions of additional dollars to have their sets accommodated to Phonevision in the event it should come into general use," rather than having the outlets installed in sets at the time of their manufacture.

In reply to the Commission's second charge McDonald stated that none of the newspaper advertising had been authorized by Zenith. He mentioned several advertisements which had been placed by independent Zenith dealers and said that Zenith had told these dealers, after the advertising was called to McDonald's attention, that it would bear none of the cost of such "false and misleading" advertising. In one case, McDonald said, the dealer was told he would lose his franchise if he repeated the offense. "Zenith Radio Corporation has never published nor approved any advertisement containing this language and has exerted great effort to prevent any such statements being used in advertising," he stated.

Weisfeldt on His Own

DETROIT, June 5.—Edward J. Weisfeldt has resigned as general manager of the Saul Korman circuit here. Weisfeldt was formerly connected with Associated Theatres. He plans to go into show business in Florida with his brother.

Supreme Court Affirms Decree

(*Continued from page* 1)

12-year old anti-trust suit, the three companies must submit within six months a plan for the separation of their production-distribution activities from their exhibition interests. This divorcement must be carried out within three years.

Moreover, within one year, a plan must be submitted by each company and by the government for the divestiture of theatre interests "adequate to satisfy the requirements of the Supreme Court decision with respect to divestiture."

Attorneys here were not clear exactly when these time limits would start running. Originally they were to date from Feb. 8, the date of the New York court decree, but then they were stayed while the appeals were taken. Best guess was that the deadlines will now run from the date the Supreme Court's mandate reaches the District Court, which might be anywhere from a week to a month from today. Justice attorneys said, however, they might argue that the deadlines run from today.

The high court's order also affirms the provision of the New York decree barring distributors resulting from divorcement from acquiring theatres without court approval and barring exhibitors resulting from divorcement from distributing films without court sanction.

The three film companies had appealed from the divorcement and divestiture provisions, arguing that divorcement was not required by the high court's original May, 1948, decision and that in any event, ordering a divorcement plan before a divestiture plan was putting the cart before the horse. The government cross-appealed, saying the time limits in the New York decree were too long, and asking the high court to include in the decree various other restrictions on the three companies, the only ones of the original eight defendants still left in the case. Today's action has the effect of rejecting these Justice Department requests as well as those of the film companies.

The court's action came as a surprise both to the Justice Department and defense attorneys, who had assumed the high court would hear the appeals. Justice officials admitted it was a pleasant surprise. "It will save us six months or better," one attorney said.

It was not clear what effect the decision would have in influencing any company's policy on a consent decree. Warner attorneys have agreed with Justice officials on divestiture terms of their proposed decree and are awaiting Treasury action on its tax phases. Warner now must decide whether it is better to "know what it's getting," as it would under a consent decree, or to take advantage of the longer time limit in the New York decree.

Twentieth-Fox made some preliminary approaches to the government months ago, but nothing has happened recently. Loew's has consistently rejected the idea of a consent decree.

Shain Urges Films For Youth Audience

MILWAUKEE, June 5.—Urging encouragement of young people in discovering the unique entertainment qualities of motion pictures, Sam Shain, director of exhibitor and public relations for the 20th Century-Fox distribution department, called upon the local Better Films Council today to aid the industry in fostering children's programs and appreciation.

Addressing 250 women, Shain outlined the purposes of the "Movies Are Better Than Ever" campaign sponsored by his company, pointing out the community efforts being fostered by theatres in every part of the country. He cited the exhibitors' desire to work with organizations such as the Better Film Council, and the industry cooperation they can expect.

Kansas City Unit Meets

KANSAS CITY, June 5.—The second meeting of the Motion Picture Association of Greater Kansas City was held today at the Hotel Phillips, where committees and officers reported. Plans for a golf tournament reported by Robert Withers, committee chairman, were approved. The tournament will be held June 26 at Milburn Country Club. Elmer C. Rhoden, president of the association, presided.

WB Extension

(*Continued from page* 1)

ing divorcement consent decree, officials of the company state that they still are awaiting a decision by the Treasury Department on the tax aspects of the split. They say there has been no indication of when this is likely to be given.

Mexican Producers Set Ceiling of 70

MEXICO CITY, June 5.—A 1950 production ceiling of 70 features is the aim of top producers who, reportedly, are backed in that plan by the powerful distributing organization, Peliculas Nacionales. The producers believe that more quality and less quantity is best for Mexican pictures in view of poor results both at home and abroad for most of the 110 pictures Mexico made last year. If the producers have their way, 1950 will be the lowest production year Mexico has had in a long time.

Kentucky Tax

(*Continued from page* 1)

KATO president, has surveyed theatres in the state and reports that in a number of instances the burden of the state tax has resulted in operating at a loss. On this basis the suit will be filed in an effort to kill the tax as contrary to the state constitution.

Other business to be taken up by the board will be the election of a committee to nominate candidates to the board for the ensuing two years.

Stiffer Trust Law

(*Continued from page* 1)

law was passed in 1890. No change would be made in the one-year maximum jail sentence.

House approval was on a voice vote, after a minimum amount of debate and opposition. Both Republicans and Democrats on the House Judiciary Committee supported the change.

20th Slates

(*Continued from page* 1)

rone Power, Orson Welles and C
Aubry.

"The Black Rose," originally sc
uled for August showings, has
replaced by "Broken Arrow," a T
nicolor drama with James Stewart
Debra Paget.

The schedule for the next
months follows:

July, "The Gunfighter" ar
Gregory Peck, and "Where
walk Ends," co-starring Dana
drews and Gene Tierney; Au
"Stella," co-starring Ann Sher
and Victor Mature, "Broken Arr
Technicolor production with Ja
Stewart and Debra Paget, and "C
boo Trail," a Nat Holt Cinecolor
duction released by 20th Century-
starring Randolph Scott and G
Hayes.

20th-Fox Sets Playdates For 'Night and the City'

First key-city playdates of "N
and the City," starring Richard W
mark and Gene Tierney, have
announced by Andy W. Smith,
vice-president of 20th Century-
with the London-filmed produc
having its world premiere at the R
Theatre in New York on Friday

After the opening, the picture
play in the Palace, Rochester;
podrome, Cleveland; Center, Buff
Memorial, Boston; Coliseum, Sea
three theatres in Kansas City; Pa
Columbus; Keith, Cincinnati; St
Vancouver; Victoria-Eglinton,
ronto; Fox, San Francisco; five
atres in Los Angeles; Harris, P
burgh; Paramount, Syracuse and
Grandin-Lee in Roanoke.

TVA vs. SAG

(*Continued from page* 1)

would receive $85 for the half-
program, plus $96 for rehearsa
total of $181."

If the program were an hour
Heller added, the performer w
get even more at TVA rates.

TVA's executive secretary
said that as against SAG's prop
of $175 for a 48-hour week, the T
contract would give the same
former in a half-hour show $373
the same number of hours.

Film television production, H
pointed out, is unlike a regular
tion picture production. While
takes weeks to finish a motion
ture, he said, a half-hour film
vision program usually requires
more than two days of shooting.

In the same statement, TVA
charged that SAG leaders have '
torted" TVA's demand regarding
use of film television.

Reshuffle Dates

(*Continued from page* 1)

recently refused to hear the Law
Trumbo appeals, and the two for
writers are slated to appear here
day to pay their fine and start ser
their one-year jail sentences.

The new schedule for the other
to appear in District Court here
lows: Albert Maltz, Alvah Bessie
Samuel Ornitz, June 20; Her
Biberman and Edward Dmytryk,
21; Ring Lardner, Jr., Adrian S
and Lester Cole, June 22. The c
were reshuffled for the convenienc
government and defense attor
Previously they had been spread
three weeks.

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ehearing May till Be Asked y Companies

ade Shocked By High urt's Summary Action

'he possibility that Loew's, 20th itury-Fox or Warner may ask U. S. Supreme Court again to r appeals from the New York tutory Court's Feb. 8 decision was gested in industry legal circles erday as expressions of surprise shock at the high court's summary osal of the case on Monday were e heard on all sides.

It was felt that Loew's might lopt such a course although mpany officials who could be ached for comment said that decision of any kind had een made as yet on future ocedure. Loew's officials were bviously disappointed by the upreme Court's action in af-rming the New York court's

(*Continued on page* 6)

VA Scale Would ut Pay: Thomson

enneth Thomson, television admin-itor of Screen Actors Guild, de-ed here yesterday that George er, national executive secretary of vision Authority, gave a "distor- of the fact" in asserting on Mon- that SAG's demand for $55 a day

(*Continued on page* 3)

Skouras, Gaitskell To Meet in Paris

Paris, June 6.—Spyros P. kouras, president of 20th entury-Fox, who arrived ere last weekend from New ork, is scheduled to meet ith Hugh Gaitskell, British reasury official, who is here ttending an OEEC meeting.

It was Gaitskell who intro-uced into the recent Anglo-. S. film remittance nego-iations in London the British erms now being considered.

Myers Says COMPO Will Not Yet Write Off Bill for Excise Tax Cut

Washington, June 6.—Despite continuing pessimistic reports from Capitol Hill on the outlook for any tax bill this year, the Council of Motion Picture Organization's tax committee will not yet write the bill off, according to committee chairman Abram F. Myers.

The fact is, Myers said, that more than two-thirds of both houses have pledged themselves for tax relief to the motion picture industry, and probably have many similar pledges to other industries.

"I cannot believe," Myers declared, "that all those legislators will face their constitutents on a record of broken promises. For Congress to break its word wholesale in such a manner would do more to undermine confidence in our government than all the communists could."

McCarthy Sees Quota in Italy and Germany Avoided

Italian proposals involving the question of exchange remittances and other industry matters were brought back by John G. McCarthy, Motion Picture Association vice-president in charge of foreign affairs, on his arrival here yesterday on the *SS Queen Mary*. McCarthy, who was abroad for 10 weeks visiting various European countries, declined to divulge in detail the nature of the proposals, but he declared he was "optimistic we can avoid a quota in Italy."

In Germany, too, McCarthy said he thought a quota could be avoided but that we would have "to understand German problems."

McCarthy disclosed he plans to confer shortly with Spain's Minister of

(*Continued on page* 2)

Para. May Swap Its DuMont Interests For Its Own Stock

Paramount may liquidate its 26 per cent interest in DuMont Laboratories, which it figures has a value of close to $15,000,000, by offering it to its own stockholders in exchange for Paramount stock, Barney Balaban disclosed here yesterday.

He said the exchange would be based on the respective market values of each of the stocks, and the offering would be made if "circumstances made it advisable."

EXHIBITION, LABOR TO TESTIFY TODAY ON N. Y. WAGE MINIMUMS

Representatives of production, distribution and exhibition and organized film industry labor from various parts of this state will meet this afternoon at the Bar Association Building here for the New York State Minimum Wage Board's first public hearing on motion picture industry wage conditions.

As reported in MOTION PICTURE DAILY on May 25, labor's representatives will propose at the hearing that the state's minimum wage, as it ap-

(*Continued on page* 3)

AFM Signing Pacts Covering Television

HOUSTON, June 6.—James C. Petrillo, president of the American Federation of Musicians (AFL), disclosed to the delegates attending the AFM's 53rd annual convention that he has signed four contracts permitting the union's members to make motion

(*Continued on page* 3)

Prospects Are Encouraging, Says Balaban

Tells Stockholders of Gains Here and Abroad

Barney Balaban

Citing gains in domestic readjustment to peacetime economy and progress over trade obstacles abroad, Paramount president Barney Balaban sketched an encouraging picture of film industry prospects at the corporation's annual meeting of stockholders at the home office here yesterday.

On the third key subject which he discussed at length—television—Balaban was fully optimistic. He said that while it

(*Continued on page* 6)

Holdovers Hold Up At N. Y. 1st Runs

Business generally is good enough at New York first-runs this week with several spots doing better than average and a few others at a sub-

(*Continued on page* 3)

Para. Earnings Near Jan.-March Average

Paramount earnings in April and May maintained close to the average of the January-March quarter when a net profit of $1,441,000 was reported, company president Barney Balaban disclosed here yesterday.

Meeting of the Paramount board of directors to vote on dividend action is scheduled to be held here tomorrow.

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Paramount's
SUNSET BOULEVARD
A Hollywood Story
NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

I. E. CHADWICK, president of the Coast Independent Motion Picture Producers Association, will address exhibitors of the Albany, N. Y., area tomorrow at a meeting at the Hotel Ten Eyck in that city on the topic, "Hollywood and You." The meeting sponsored by the IMPPA, is one of several that Chadwick is making in key cities in line with the IMPPA drive to increase bookings of independently-produced films.

●

Hollywood, June 6.—The newly-formed Screen Producers Guild last night approved proposed by-laws and moved to seek representation in the industry's various councils and public relations organizations.

●

Hollywood, June 6.—Major exhibitors and exchangemen here pledged $41,000 to the United Jewish Welfare Fund at a luncheon-meeting yesterday, with Charles P. Skouras, National Theatres president, presiding.

N. D. Golden in New U. S. Commerce Setup

Washington, June 6.—Commerce Department film chief Nathan D. Golden is now part of a new Department bureau, the Office of Industry and Commerce.

This is part of a general overhauling in the Department's reorganization. Commerce Secretary Charles Sawyer has abolished the Office of Domestic Commerce and taken away some of the functions of the old Office of International Trade, both part of the Bureau of Foreign and Domestic Commerce, and instead set up the new Office of Industry and Commerce in the Bureau of Foreign and Domestic Commerce. Golden's job will remain the same.

Lippert Sets First Annual Sales Meet

Hollywood, June 6.—Lippert Productions will hold its first annual sales convention at Chicago in the Blackstone Hotel on Saturday and Sunday, with the company's major executives and exchange managers from 28 branches attending. Sales policy on the coming year's product will be established.

Benny Grosses $410,122

The Jack Benny personal appearance tour grossed $410,122 in the 21 engagements which terminated Monday night in Scranton, Pa., a Columbia Broadcasting spokesman reported yesterday. Benny, Phil Harris, Rochester and their wives will sail for London tomorrow on the *SS Queen Mary* for a three-week Palladium engagement to start June 19.

1,556,000 Sets in Quarter

Washington, June 6.—Television manufacturers shipped an estimated 1,556,000 receivers to dealers in the first quarter of 1950.

Personal Mention

SAMUEL PINANSKI, Theatre Owners of America president, has been awarded an honorary master's degree by the Lowell Textile University, Lowell, Mass. He was also named an honorary professor at the university, his alma mater.

●

Mort Pfeffer, associated with Sydney B. Weill, dealer in motion picture accessories, and Mrs. Pfeffer are the parents of a daughter, Wendy Barbra, born here Monday.

●

Abe Dickstein, United Artists New York exchange manager, left here last night for Syracuse and Oneida.

●

Louis Singer, on leave of absence from Fox West Coast, is in French Hospital, San Francisco, suffering from pneumonia.

●

Miles A. Goldrick, formerly managing director for Westrex at London, has arrived here to assume new duties as Far East regional manager.

●

G. L. Carrington, president of Altec Companies, has arrived here from the Coast.

DAVID O. SELZNICK and his wife, Jennifer Jones, arrived here yesterday by plane from Europe.

●

Phil Reisman, RKO Radio foreign vice-president; Louis Lazar, Paramount European theatre operations manager, and Lee Gersten, Hollywood writer, arrived here yesterday from Europe on the *S.S. Ile de France,* instead of sailing from here, as erroneously reported.

●

William B. Zoellner, M-G-M's short subject and reprint sales head, will be in New Haven today from New York and will go from there to Boston, Albany and Buffalo.

●

Searle Kramer, Laurel Films writer, and his wife, Jan Evans, former actress, are the parents of a son, Evan, born at the Park East Hospital here.

●

Ned Clarke, RKO Radio foreign executive, returned here from Bombay yesterday following a tour of the Far East.

●

Joseph M. Schenck left here for the Coast by plane yesterday.

Rydge Executives Here from Australia

John Evans, executive assistant to Norman B. Rydge, head of the leading Australian film and theatrical enterprises, and William Tinkler, exploitation manager for Rydge, have arrived in New York from Sydney for a two-week visit.

The two will be guests of Capt. Harold Auten of United Artists while here and will be honored by Auten at a dinner at the Lotos Club tonight.

Golding to Europe On 'Showmanship'

David Golding, 20th Century-Fox publicity manager, will leave here by plane for England tomorrow, where he will give added impetus to the showmanship campaign initiated by Charles Einfeld, 20th-Fox advertising-publicity vice-president, during his recent tour of Europe. In addition, Golding will coordinate production and distribution publicity plans on films made by the company abroad. He will be away for about 10 days.

Schulberg to Produce Son's Hollywood Tale

Hollywood, June 6.—B. P. Schulberg will produce "It Happened in Hollywood," based on his son Budd's magazine stories, as a feature picture, and for 26 half-hour television films, under the title, "Tales of Hollywood." Distribution has not been set.

Douglas Gerrard, 62

Hollywood, June 6.—Douglas Gerrard, 62, veteran character actor, died last night at General Hospital after being found unconscious on a street here, evidently the victim of an accident. No survivors are known.

Disney Plans 'Robin Hood' Film in U.K.

London, June 6.—Roy Disney, head of Walt Disney Prod., said plans are being made for the production here of a new Disney feature based on the Robin Hood legend. Production would not start until next year and the company would like to reassemble the same production team then which made "Treasure Island" here, he said.

Disney left for Paris and will board the *SS Queen Elizabeth* at Cherbourg on Friday, en route to New York.

Day-and-Date Runs At 500 for 'Rose'

Day-and-date openings over the Labor Day holiday are planned for 20th Century-Fox's "The Black Rose" in 500 theatres, Andy W. Smith, sales vice-president, announced here yesterday, adding that a record number of Technicolor prints of the film are in preparation. Intensive pre-selling through magazines, trade papers, radio, TV and newspapers will be undertaken during the coming three months, it was said.

To Plan UK Production

London, June 6.—Steve Broidy, Monogram-Allied Artists president, and Norton Ritchey, foreign manager, are expected back here in a fortnight from a tour of the Continent, when they will resume planning co-production with Associated British here.

Albany Area to Rogovin

Columbia's Albany, N. Y., branch, heretofore an unsupervised exchange, has been brought under the supervision of New England division manager I. H. Rogovin. John C. Bullwinkle will continue as branch manager.

Newsreel Parade

THE eruption of the Hawaiia volcano and fighting in Ind China are current newsreel highlight Other items include riots in Japa sports and the premiere of "Winche ter '73." Complete contents follow:

MOVIETONE NEWS, No. 46—Hawaii volcano erupts. French raid in Indo-Chin Annapolis graduation. Medal for Alb Barkley. New U. S. liner launch Hig wire thrills. Acquatic show. Ch[illegible]go Jersey Joe Walcott wins.

NEWS OF THE DAY, No. 280—Hawaii volcano erupts. Gen. MacArthur's men clash with Jap Reds. Scrub-woman arti High-wire thriller. Celebrity golf for cha ity. Annapolis graduation. College girl me maid.

PARAMOUNT NEWS, No. 83—Tinie acrobat in novel act. Communist Japs tou off heated incident. California: transfer hospitalized "vets." Celebrities tee-off f charity. French Commandos in acti against Reds. Joe Walcott wins.

TELENEWS DIGEST, No. 23-A—R attackers nabbed by "G. I.'s". Japan: Pri cess Taka interviewed. Indo-China: Co mando attack. Germany: Communist tivity reaches new peaks. Citation s world record.

UNIVERSAL NEWS, No. 358—Annapo graduation. Hawaiian volcano erupts. Scru woman artist. Japanese Red riots. "Wi chester '73" premiere in New Haven. Cele rity golf for charity. Aerial artistry.

WARNER PATHE NEWS, No. 85 Hawaiian volcano erupts. Annapolis grad ation. Fighting in Indo-China. People in news: President Truman, Alben Barkl Scrub-woman gains fame as artist. Walcott wins. High-wire act. Golf. Citat sets record.

Heading for Mor Argentine Trouble

Washington, June 6.—More tro ble may be in sight for U. S. d tributors in Argentina, according the U. S. Commerce Department.

The Department, in a report sued by film chief Nathan D. Go en, says that a new government re lution states that all exhibition p mits issued before Jan. 1, 1945, w expire July 1, 1950. Due to exchar controls and import limitations of cent years, it is estimated that as mu as one-half the business of distribut of U. S. films in Argentina may based on films whose exhibition p mits pre-date 1945. U. S. distribut therefore, have appointed a commit to discuss the resolution with the g ernment. The resolution provides t all future permits will be limited five years.

Quota in Italy

(*Continued from page 1*)

Trade and Commerce, Tomas Suny who at present is in Washington gotiating an air agreement. The p pose of the talks would be to p the way for a change in Spain's syst of import licenses whereby they wo be issued by the government inst of by producers. Another aim is reduction of license fees, which M Carthy said were exorbitant.

Pointing out the need for m American pictures in France, McC thy said that the MPAA is reopen the 1948 agreement. Under the fi year 1948 agreement France imp 121 American pictures per year.

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Two Pioneer Boards Are Increased to 24

Membership meetings of the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers held here yesterday, authorized an amendment to the corporate certificates increasing the number of directors of both boards from a minimum of 11 [illegible] a maximum of 18 to a [illegible]imum of 16 and a maximum of 24, it was announced by Jack Cohn, head of both organizations.

Invites N. Y. Test Of Rebate System

Murray Kay, inventor of "Part-O-Show," a system for selling motion picture theatre admissions with provision for proportionate rebates to patrons not remaining for an entire show, yesterday extended to circuits and independent theatres of the New York Metropolitan area an invitation to test the method gratis.

In an interview with trade representatives yesterday at the law offices here of Nemeroff, Jelline, Danzig and Paley, the inventor said he plans to license the system to theatres in due course at a charge approximating $1 per year per theatre seat. Kay pointed up the need for a test and acknowledged that until one is conducted it will be impossible to tell whether the system is workable.

The system, which involves the use of automatic time-stamping machines, clocks admissions and departures thus making it possible for a patron to enter a theatre for a given length of time and pay only for what he sees, Kay explained. Among those present at yesterday's interview were Marvin Rosen, Loew's; C. L. Oswald, United Paramount Theatres; Henry Schlittenhardt, Fabian Theatres, and W. O. Strausberg, Interboro Circuit.

The theatremen expressed concern that the system could add to theatre operating costs by requiring additional personnel to maintain it, but they agreed with Kay that a test would serve to answer that question and a number of others regarding the operation of "Part-O-Show."

Festivities Mark Milwaukee Drive

MILWAUKEE, June 6.—The Independence Bond Drive was heralded here with a huge parade, civic festivities and industrial cooperation, Harold J. Fitzgerald, exhibitor co-chairman with Ben Marcus for the area, reports. Working closely with Fitzgerald and Marcus are John Kemptgen, distributor chairman, and Hortense Brunner, ad-publicity chairman for the territory.

Theatre participation in the opening was impressive, with the special bond trailer, prepared by 20th Century-Fox, distributed to all houses in the area.

Mayor Names Fay

PROVIDENCE, June 6.—Edward M. Fay, dean of Rhode Island theatre operators, has been appointed by Mayor Dennis J. Roberts to head a committee to arrange for the dedication of George M. Cohan Memorial Boulevard here on July 4.

Review

"Winchester '73"

(Universal-International)

ANY catalogue of big-league Westerns is certain to include "Winchester '73." This outdoor opus boasts an impressive array of starring talent and serves up about as much bullet-whistling action as can be incorporated in 92 minutes of film without shaking credulity. This is not to say, however, that everything that transpires in the screenplay of Robert L. Richards and Borden Chase carries solid conviction. But what is more important than conviction as such is that this fictionalized report about the "gun that won the West," comes off as sturdy entertainment for virtually all shades of film-goers—the action fans principally, of course. It would seem that Universal-International has fixed the sights firmly on the box-office bullseye. And now—to apply the metaphor to exploitation—the exhibitor's job is to load the magazines and squeeze the trigger.

James Stewart, Shelly Winters, Dan Duryea, Stephen McNally and Millard Mitchell top the well rounded cast. A forthright, unpretentious story by Stuart N. Lake makes no extra demands upon any of the performers, and the result is that each of the stars registers satisfactorily by conforming to his particular and familiar style of acting.

The narrative opens in the Dodge City of the 1870's. Cowhand Stewart, accompanied by side-kick Mitchell, has trailed desperado McNally there. A burning score is due to be settled with firearms, but under the iron rule of sheriff Wyatt Earp, Dodge City is a no-gun town. Meanwhile, Stewart wins a priceless Winchester rifle in a July Fourth shooting match, but McNally waylays him and steals the gun. Thereafter the camera follows the rifle as it changes hands: from McNally to a crooked Indian trader, to a warring Indian chief, to Miss Winters following an unsuccessful Indian raid on an encampment, to the lady's cowardly suitor, to bandit Duryea who kills him, back to McNally and, finally, back to Stewart as a result of a gripping mountainside rifle duel between the sworn enemies. They are brothers, it turns out, and the score to be settled was McNally's murder of their father. A mild romance between Stewart and Miss Winters laces the basic theme and they are happily united at the finale.

Anthony Mann's direction of this Aaron Rosenberg production lends a proper understatement to suspense scenes, and imbues a number of sequences with a kind of rawboned realism. In both connections the camerawork of William Daniels, ASC, plays a part.

Running time, 92 minutes. General audience classification. July release.

CHARLES L. FRANKE

N.Y.Wage Minimums

(Continued from page 1)

plies to motion picture personnel, be raised from 40 cents to $1 an hour. Strong opposition to this is expected to be voiced by exhibition.

Union representatives scheduled to attend the hearing include Charlotte Campbell, business agent of the IATSE Theatre Cashier's Local No. B-52; Russell Moss, executive vice-president of "IA" Motion Picture Home Office Employes Local No. H-63; officers of theatre employes locals in Binghamton and Rochester, and of the AFL Building Service Employes locals representing theatre janitors and porters.

Representing the employers at the hearing will be D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association; Max A. Cohen, chairman of the labor committee of the Independent Theatre Owners Association of New York; Leonard L. Rosenthal, attorney for William C. Smalley Theatres of Cooperstown; Orrin Judd, MMPTA legislative representative, and many others.

The nine-member board is headed by former Supreme Court Justice Francis X. Giaccone. It includes Samuel Rosen, vice-president of Fabian Theatres, and Michael J. Mungovan, state IATSE executive.

Cancel Canadian Meet

TORONTO, June 6.—The proposed summer convention at Banff Springs, in the Canadian Rockies, of the national committee of the Motion Picture Exhibitors' Associations of Canada, has been called off. A poll of regional theatre organizations shows that all could not send delegates to the meeting which had been tentatively scheduled for Aug. 12-14. It will be held in the fall.

TVA vs. SAG

(Continued from page 1)

for performers in film television "undercuts by half" TVA's demands.

The two unions are at loggerheads over control of talent in films for television, and will be represented at an informal hearing of their dispute which has been slated by National Labor Relations Board examiner Sidney H. Levy for June 15 at National Broadcasting headquarters here. The date represents a postponement from June 12.

"The conditions proposed by TVA for televised motion pictures would cut the take-home pay of many motion picture actors," Thomson countered in his statement. "TVA proposals are patterned after the American Federation of Radio Artists' method of operation. More than 90 per cent of performers in radio work at the minimum. The opposite is true in motion picture, where more than 90 per cent of the actors work above minimum," Thomson stated.

He added, "Conditions are the most important part of a contract for actors."

AFM Television Pact

(Continued from page 1)

pictures for television. He said that the organization's treasury will receive five per cent of gross revenue from such productions.

Petrillo said the television contracts form the "good part" of an otherwise gloomy report to the 244,000 Federation members.

Union musicians previously had been permitted to participate only in shows televised directly from studios or the scene of the production.

Petrillo told the convention 30 or 40 more contracts will be signed within 30 days.

Short Subject

"Beauty at Work"

(March of Time—20th Century-Fox)

The glamorous story of modeling is presented in a crisp and entertaining subject in March of Time's "Beauty at Work." As a starting point the film picks up the career of an 18-year-old girl, Patricia Kugleman, who left her home in Oklahoma to try her hand at modeling. Her efforts, like that of thousands of other girls attempting to break into the field, are depicted. Once in the field, her workaday highlights and pitfalls are outlined.

The subject is one of wide general appeal and ranks high in the March of Time series. Running time, 17½ minutes.

NY 1st Run Income

(Continued from page 1)

par level. The large majority of showcases have holdovers.

Continuing at an outstanding pace is "Father of the Bride" with the stage show at the Music Hall, where the third week's take is figured at $140,000, and with no let-up in the exceptionally strong business indicated as yet.

"Annie Get Your Gun" is holding to a good pace at the State which looks for about $32,000 in a handsome third week. At the Astor "The Jackie Robinson Story" promises about $13,000 in a fairly attractive third week.

"The Big Hangover" with Woody Herman's orchestra on stage is likely to reach $30,000 in fair second week at the Capitol, and will be replaced tomorrow with "The Asphalt Jungle." "Night and the City" will go into the Roxy on Friday, following "Love That Brute." The latter, with Sid Caesar's revue on stage, should wind up the second and final week with a moderate gross estimated at $52,000.

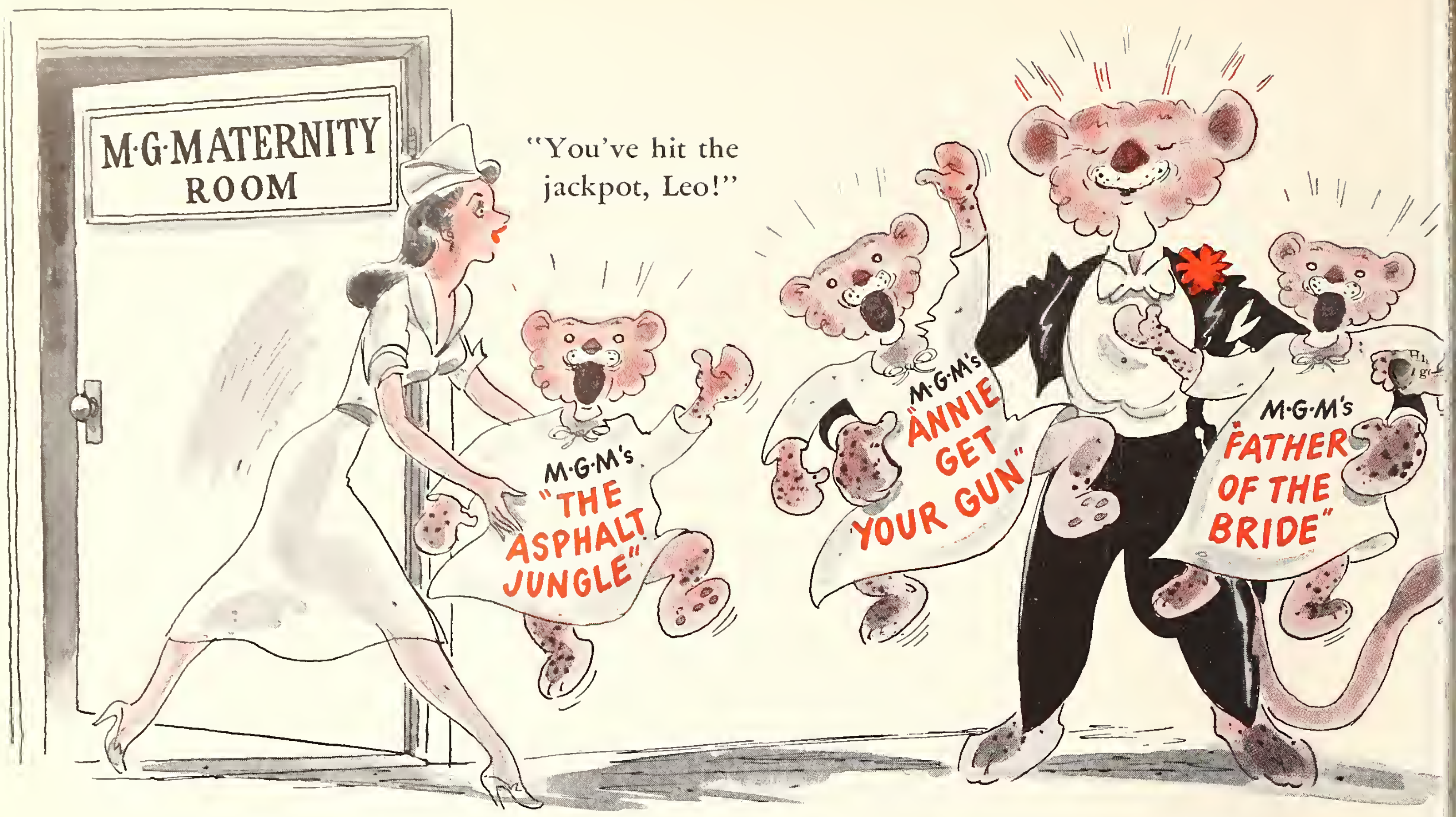
'City Lights' Strong

"City Lights" is playing near capacity at the off-Broadway Paris Theatre, where $12,500 is indicated for the first week of the moveover run. "Winchester '73" will bow in at the Paramount today following three weeks of "In a Lonely Place." "Lonely," with Frankie Laine and Patti Paige among others on stage, drew about $55,000 in a moderate final week. "Caged," with Xavier Cugat's orchestra on stage, is holding up nicely in the Strand, where a third week's take of $27,500 is apparent.

"Rock Island Trail" is mild at the start at the Mayfair, where an initial week's gross of about $11,000 is indicated. "Singing Guns" promises about $10,000 in a first week at the Globe, which is moderate income. "Rocket Ship X-M" is holding up fairly well at the Criterion with about $13,000 in view for the second week.

"Third Man" at the Victoria is still drawing good revenue, figured at $13,500 for the 18th week. "Fortunes of Captain Blood" is due at the Rivoli on Friday, succeeding "Kill the Umpire." The latter might reach $5,000 in its final six days, one short of a full second week, representing meager business.

"Adam and Evalyn" is likely to take $3,500 in its fourth and final week at the Park Avenue, mild income, and will be followed tomorrow by "Rocking Horse Winner." About $6,000 is indicated for a profitable 84th week of "The Red Shoes" at the Bijou.


M·G·MATERNITY ROOM
"You've hit the jackpot, Leo!"
M·G·M's "THE ASPHALT JUNGLE"
M·G·M's "ANNIE GET YOUR GUN"
M·G·M's "FATHER OF THE BRIDE"

TODAY'S EXCITING NEWS IS M-G-M's "ASPHALT JUNGLE!"

Leo's new baby has box-office bounce! Wait till you hear that rascal ROAR!

It's a safe bet that it will be among the foremost contenders for 1950's "TEN BEST"!

"THE ASPHALT JUNGLE" gets raves wherever shown (*see next page for instance*).

As this great attraction now takes its place in the headlines with M-G-M's "Annie Get Your Gun" and "Father of the Bride" every live-wire exhibitor will welcome the opportunity to exploit a SOCK entertainment with SOCK showmanship!

THE NATION'S TOP THRILL AUTHORS HAIL M-G-M's "THE ASPHALT JUNGLE" (THE CITY UNDER THE CITY)

A new triumph by John Huston, Academy Award winning director.

"One of the most intensely exciting pictures I've ever seen!" says PAUL OSBORN, author of the play A BELL FOR ADANO.

CRIME ON HIS MIND... and a blond doll who'd make a perfect alibi!

"The supreme example of melodrama!" says RICHARD BROOKS, author of THE BRICK FOXHOLL.

"A masterpiece among thrillers. A very great motion picture!" says STEPHEN LONGSTREET, author of STALLION ROAD.

DESTINY IN A JUKE BOX! The jitterbug who cost the Doc a million dollars!

"A great picture full of suspense!" says GERARD FAIRLIE, author of BULLDOG DRUMMOND.

"Literally a hair-raising film. About the most exciting I have seen in years!" says S. N. BEHRMAN, noted playwright

"TAKE ME WITH YOU!" The hoodlum and the babe who wanted to share his twisted dream!

"An extraordinary picture; the best I've ever had the good fortune to have based on one of my books!" says W. R. BURNETT, author of LITTLE CAESAR.

"Picture of the Month!" —Louella Parsons, Cosmopolitan Mag.

Most Exciting Film Since "Naked City"

THE ASPHALT JUNGLE

starring STERLING HAYDEN · LOUIS CALHERN

JEAN HAGEN · JAMES WHITMORE · with SAM JAFFE · JOHN McINTIRE

A JOHN HUSTON PRODUCTION

Screen Play by BEN MADDOW and JOHN HUSTON · From a Novel by W. R. BURNETT

Directed by JOHN HUSTON Produced by ARTHUR HORNBLOW, JR.

An M-G-M Picture

Capitol
B'way & 51st St.

NOW PLAYING plus BIG IN-PERSON SHOW

BROADWAY'S BRIGHTEST LIGHTS SPELL M·G·M

State
"ANNIE GET YOUR GUN"

RADIO CITY MUSIC HALL
"FATHER OF THE BRIDE"

CAPITOL
"THE ASPHALT JUNGLE"

GLOBE
"PLEASE BELIEVE ME"
Coming!

rt the Independence
Bond Drive!)

Paramount Believes Phonevision Faulty

Phonevision was mentioned by Barney Balaban, president, in his report at Paramount's first annual stockholders' meeting here yesterday when he said that after careful study of every aspect of the device, Paramount "seriously questions its basic technical and economic feasibility."

"We believe that these technical and economic objections are inherent in the device," he said.

On a question from a stockholder, Austin Keough, vice-president and general counsel, said he believes that under existing law film companies cannot be compelled to license films to Phonevision.

Balaban

(Continued from page 1)

is "too early to add up the final score" on the ultimate effect of the new medium on films. "I am sure that when the time comes the prophets of doom will have been proved to be false prophets."

Yesterday's meeting was the first for the film company and Balaban and all 15 other directors were re-elected by overwhelming majorities. Managements' proposal to eliminate the 614,794 shares of common stock which have been purchased by the corporation, reducing to 3,385,206 the total number of shares authorized, was approved by a substantial margin.

Proposals by minority holder James Fuller asking a ceiling of $10,000 annually on pensions and seeking board consideration of salary reductions for executives were turned down by a vote of about 10 to one.

Reports on Consent Decree

Presiding over the meeting with the assistance of Austin Keough, vice-president and general counsel, and Edwin L. Weisl, member of the board, Balaban commented briefly on the reorganization of the old Paramount Pictures, Inc., and the decision to split the company as a means of freedom from the industry anti-trust suit. He said that it appears that the U. S. Supreme Court's affirmation of the divorcement decree against the remaining major defendants in the case "completely vindicated" the management's recommendations concerning the reorganization and justifies the stockholders' approval of it. "It is comforting to know that the course we took was right and timely," he added.

In the decline of grosses from war-time peaks, the film business is no different from any other industry, Balaban held. However, peculiar to the film industry, efforts to reduce costs lag behind the decline in revenues, in part, for the reason that films may be produced when the market is at its highest level and amortized when some recession takes place.

Balaban said the "most formidable obstacles" in cutting production costs lie in the fact that costs for labor, material and services were established at wartime levels. He said "encouraging progress" has been made with regard to this problem and added he has every confidence that management eventually will be able to keep the costs in line with "the realities of our present and anticipated markets."

On the foreign front, Balaban said the company has been more successful in obtaining dollars from blocked funds than had been anticipated when trade restrictions abroad were imposed. He said he figures Paramount at the end of 1949 had about $5,000,000 in blocked foreign currencies in addition to undivided funds in the name of the Motion Picture Export Association.

Balaban said the industry probably will share in the benefits when foreign countries complete economic recovery programs and in certain areas "heartening progress already has been made."

He called for greater industry showmanship and said he is convinced that the "properly located and well-run American motion picture theatre is solidly established as an American institution and will continue, for the foreseeable future, to be our principal customer."

Almost half of Balaban's prepared statement and a large part of the discussion which followed at the meeting centered around television. He said analysis has failed to show any direct relationship between the rise of video and the decline in film grosses, that the drop-off in box-office receipts has been substantially the same in both TV and non-TV areas.

In discussing Paramount's television properties, Balaban reported that the company's station KTLA, Los Angeles, is now operating "in the black."

BANKING FOR THE MOTION PICTURE INDUSTRY
BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"The Next Voice You Hear . . ."

(Metro-Goldwyn-Mayer) *Hollywood, June 6*

THIS is the picture in which, as widely reported in the press, God goes on the radio to speak to His people. He speaks to them briefly, over all stations, at 8:30 nightly for six nights, resting on the seventh. Lots of them miss his first few broadcasts, not happening to be listening in at the time, but His words are thoroughly reported, and by the end of the week He has a virtually universal audience. During the series He has told them they have been neglecting their home work, mentioning love, understanding and peace as matters in regard to which they have been lax, and has threatened to send them "another 40 days of rain," emphasizing this threat with a brief but violent storm. When He has finished the series His listeners give evidence of having taken His admonitions to heart.

This is also the picture which, as quite as widely reported in the press, Dore Schary produced in elaborate but far from holeproof secrecy in 14 shooting days on a budget in the $500,000 area, establishing a post-war low in production economy by M-G-M standards. The means by which he achieved the reconciling of his theme with his economics could turn out to account for the success or the failure of the enterprise.

Producer Schary started with a magazine story by George Sumner Albee which he turned over to Charles Schnee, best known in pictures for his script of "Red River," as a basis for the script from which William A. Wellman directed. Writer Schnee went back into M-G-M history for the character of "Joe Smith, American," and built his story around the reactions of Joe and his family, plus a few friends and acquaintances, to God's broadcasts. Their reactions are represented, of course, as typifying those of all mankind.

The time is now, the place a town like Los Angeles, and Joe is an aircraft worker, a nice guy, grumbling a little at his job, critical of his wife's cooking, but earnestly solicitous of her welfare, his son Johnny's, and that of the imminently expected baby. Joe is a bit dubious about God's first broadcast, suspecting a hoax of some sort, and is not very sure about the second one, but when God turns on the storm to emphasize His threat, Joe is convinced. He is also scared. He is scared to the point of getting soundly drunk, for which his wife forgives him, and is scared again when his wife undergoes false labor pains, is rushed to a hospital, and brought back. But he rids himself of fear, as do the others, when God points out the evil of fear, and deports himself admirably when genuine labor pains set in, taking his wife to the hospital and standing by calmly while the baby is being born. Meanwhile he has rid himself also of envy of his working boss and of dislike for his wife's spinster sister.

James Whitmore plays Joe, Nancy Davis his wife, Gary Gray his son, and Lillian Bronson his sister-in-law, all splendidly, with Art Smith, Tom D'Andrea and Jeff Corey adding solid portrayals. Dialogue is singularly naturalistic, as well as intimate, and is used sparingly. Naturalistic and intimate, also, is the handling of the wife's pregnancy, labor pains and so forth, inclusive of dialogue references to the same and of costuming which follows the contours of pregnancy.

This report is written following a previewing of the picture to a trade press group at the studio, where the picture affected the womenfolk in a manner to indicate its is at least a two-handkerchief job for the distaff side of the theatre audience, although whether for reasons of womanly sympathy for a woman in childbirth or of spiritual response to God's broadcasts was not clear. Most of the menfolk appeared deeply impressed also.

The picture promises to create much comment, possibly divided in character, but all stimulating to the box-office.

Running time, 83 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Name Committee for Information Plan

Washington, June 6.—Senate Foreign Relations Committee Chairman Connally today appointed a sub-committee to study proposals of Senator Benton for a greatly expanded government information program in foreign countries. Benton has said Hollywood would figure prominently in plans fo[illegible]h a stepped-up program.

The sub-committee consists of Senators Thomas, chairman, and McMahon, Fulbright, Smith and Lodge. Benton himself is not a member of the committee.

Rehearings

(Continued from page 1)

decision without hearing appea arguments.

Industry attorneys pointed out t
the course adopted by the Supr
Court is almost without preced
particularly in view of the fact t
the government itself did not op
the Loew's, 20th-Fox and Wa
petitions for review but, instead, f
a counter-appeal. Under similar
cumstances, when petitions for rev
in such a case are not opposed,
Supreme Court usually takes the c
That it would do so in this insta
had been generally assumed by
partment of Justice attorneys as
as the defense.

Industry legal opinion is that
stays granted the three compa
pending the applications for re
will expire when the Supreme Co
latest mandate reaches the New Y
Federal Court, and that at that
the latter court's Feb. 8 order will
gin to run from its original date.

In Washington yesterday, it
stated at the Supreme Court that
new mandate will not go out fo
least 25 days and probably not
30 or 35 days. In that event, Loe
20th-Fox and Warner would l
only one more month thereafter
which to prepare and present a
of divorcement, which the New Y
court ordered to be ready within
months from Feb. 8.

It is reasonable to suppose, h
ever, that under the circumstances
New York court would listen to
plications for an extension of
deadline, if such a request were
be made by the companies. The N
York decree also directed the thre
submit plans for theatre divestitur
next Feb. 8. It granted them t
years in which to carry out appr
divorcement plans.

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CO., INC.
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•
Specializing
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

1 NO. 110 NEW YORK, U. S. A., THURSDAY, JUNE 8, 1950 TEN CENTS

ll-Industry onciliation lan Is Seen

ould Join Arbitration It Under New System

Distributors may take to the im- ding all-industry conference on itration the proposal that any ure system of industrywide arbi- ion should make adequate provi- for conciliation of exhibitor-dis- utor disputes before they are taken an arbitrator.

The principal consideration ehind such a proposal would e economy. Conciliation ac- ivity would be conducted by he principals involved in a ispute, and without benefit of ounsel. Thus, conciliation at- empts would cost nothing, for t would be taken for granted hat if non-disputants from the ndustry joined in such con- erences it would be for the ake of maintaining a concilia- ion system.

ndy W. Smith, Jr., 20th-Fox dis- ution vice-president and chair-

(*Continued on page 7*)

aramount Division eet Starts Today

HOLLYWOOD, June 7.—Sales and ertising plans for Paramount's rent and future product will be ussed during the three-day pre- vention division managers meeting ch begins tomorrow at the Para- unt Studio, presided over by A.

(*Continued on page 6*)

odgers to Preside t Canadian Meeting

ix M-G-M home office executives attend the Canadian "Say It h Pictures" meetings to be held e 15-16 at the Royal York Hotel, onto. Members of the six Cana- offices will be on hand for the

(*Continued on page 6*)

Film Labor Seen Influencing US Decision on UK Pact

That organized film industry labor will have a key role in the outcome of the Anglo-American trade negotiations is considered a strong likelihood in high industry circles.

The points is made that in the event the British terms could be found workable on an equitable basis there would be much hesitancy about entering a new foreign tie-in at the expense of trouble with labor on the home front.

Labor's concern centers around the possibility that Hollywood production activity might drop proportionately with any increase by American companies in England.

Both Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, and Eric A. Johnston, president of the Motion Picture Association of America have slated Coast visits for late this month and doubtless will take up the matter with studio unions. Additionally, Richard F. Walsh, president of the Interna-

(*Continued on page 7*)

Rank Withdraws as BFPA Candidate

London, June 7.—J. Arthur Rank, for seven years president of the British Film Producers' Association, announced here that he is unable to accept the nomination for another term, feeling the time has arrived for another person to hold the presidency. He assured the BFPA that his companies will continue to give the association its full support.

Film Board of Trade Hears Martin Quigley

Martin Quigley yesterday addressed the New York Film Board of Trade, discussing "the character, purposes and effect" of the film industry's Production Code in all of its ramifications. Following his address, Quigley answered questions from Board members. In attendance were Louis Nizer and Henry Danziger of the Film

(*Continued on page 7*)

Warner, US Decree Unaffected by Supreme Court Rule

Status of Warner's consent decree with the government in the industry anti-trust suit has been unaffected by the U. S. Supreme Court's affirmation of the New York Federal Court's three-year divorcement order, a Warner official disclosed here yesterday.

He said the company has no thought of asking the high court to reconsider an appeal and in all likelihood will stick to its decree agreement with the government despite the fact that this will mean considerably less time for

(*Continued on page 7*)

Industry Leaders to Be Honored by UJA at an 'All Presidents' Dinner

Climaxing its 1950 United Jewish Appeal drive, the New York amusement division under the joint chairmanship of Fred J. Schwartz and Sam Rosen yesterday announced an "All Presidents' Dinner" at the Waldorf Astoria here on June 29.

The function will honor past and present chairmen of the many drives which the amusement division has held. They are: Barney Balaban, Jack Cohn, Matthew Fox, S. H. Fabian, Billy Rose, Albert Warner, the late David Bernstein and the incumbents, Schwartz and Rosen. The dinner will be an invitational affair under the sponsorship of Balaban, Nate J. Blumberg, Harry Cohn, Ned E. Depinet, Herman Robbins, Nicholas M. Schenck, Lee Shubert, Gradwell L. Sears, Spyros P. Skouras and Harry M. Warner. Harry Brandt will preside.

N.Y. Theatres Oppose a Law To Hike Wages

Schwartz Urges '47 Rate; Film Unions Ask $1 Floor

While maintaining reservations as to the constitutional right of the State of New York to establish a minimum wage rate for motion picture industry employes, Century Circuit vice-president Fred J. Schwartz urged yesterday that if such a rate is recommended by the State Minimum Wage Board it be set at the level established by the State Department of Labor in 1947 for other industries. The basis of his appeal was that the cost-of-living index has not risen since that year.

Schwartz, who made his recommendation as a spokesman for the Metropolitan Motion Picture Theatres Association at yesterday's public hearing here of the Wage Board, did not specify wage figures. However, it was indicated later by a spokesman for the State Industrial Board that the aver-

(*Continued on page 7*)

Expect Settlement Of Hughes Suit

The long-standing and to a large extent dormant anti-trust suit instituted by Howard Hughes against the Motion Picture Association of America stemming from the "Outlaw" Production Code dispute, will very likely be settled, Federal Judge Alfred C.

(*Continued on page 6*)

Schimel Heads Film Scholarship Fund

Adolph Schimel, vice-president and general counsel of Universal Pictures, has been named chairman of the motion picture industry scholarship fund at Yeshiva University here, by Dr. Samuel Belkin, president of the uni-

(*Continued on page 6*)

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's SUNSET BOULEVARD A Hollywood Story IS "A GIANT AMONG MOTION PICTURES"! —Daily Variety

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Compo Plans Unit Discusses Program; Meets Again Today

A wide range of program proposals for the Council of Motion Picture Organizations was discussed here yesterday by the committee on program and planning at a meeting in Universal's board room. Another meeting is scheduled this morning.

Present were: Nathan Yamins, chairman; Chester Bahn, Maurice Bergman, Julius Sanders (for Max Cohen), Oscar Doob, Charles Einfeld, Earl J. Hudson, Red Kann, Walter Reade, Jr., Allan Rivkin, Robert J. Rubin, Fred J. Schwartz, Leslie Schwartz, Charles Smakwitz, W. C. Allen (for Martin G. Smith), Gael Sullivan, Morton Sunshine, Arthur Schmidt, John Joseph, Stirling Silliphant, Ned E. Depinet, Francis S. Harmon, Leon Bamberger and Ira Wit (for Abel Green).

WorldwidePremiere For 20th's 'Rose'

Twentieth Century-Fox's "The Black Rose" will open in every important city of the world during the latter part of September and early October, the international launching following the 500 theatre day-and-date release in the U. S. on Labor Day.

Foreign exchange centers of the company are already setting up plans for promotional campaigns due to the unusual interest in the British, European, African and Asian backgrounds of the film. Many of the foreign stars who appear opposite Tyrone Power and Orson Welles in the production will make special appearances throughout the Continent in connection with the premieres. Buildups for such personalities as Cecile Aubry, Jack Hawkins, Herbert Lom and other European and British actors are already under way.

20th-Fox Will Start Key 'Arrow' Openings August 18

First key openings of "Broken Arrow" will get under way on August 18, it was announced here by Andy W. Smith, Jr., sales vice-president.

The picture, which has been announced for national release in August, will open during the latter part of the summer in order to have as many Technicolor prints as possible available for the key premieres. The campaign for "Arrow" will have the backing of numerous Indian agencies and government officials.

University Reelects Selig

Denver, June 7.—Robert W. Selig, executive assistant to president Frank H. (Rick) Ricketson, Jr., of Fox Intermountain Theatres, has been reelected for a third term as president of the University of Denver. Selig thus continues to hold the title as the youngest college president in the United States. He is 39.

Personal Mention

JOCK LAWRENCE, Goldwyn Productions vice-president, will leave here today by plane for London to confer with Samuel Goldwyn, at present en route there from Paris.

•

Irving Helfont, home office assistant to George A. Hickey, M-G-M Western sales manager, is due here today from a tour of the territory.

•

H. S. Davidson, resident manager of the Capitol and Shelby theatres, Louisville, is recuperating at his home from an operation.

•

Joseph Dolgin, general manager of the Pike Drive-in at Newington, Conn., has resumed his duties after recuperating from a long illness.

•

Jack Sogg, M-G-M Cleveland manager, has returned to his Ohio headquarters after a visit here.

•

Sam Shain, exhibitor relations head for 20th Century-Fox, has returned here from Milwaukee.

•

Eugen Sharin, president of Ambassador Films and Film Music, has arrived here from Vienna.

HERMAN M. LEVY, Theatre Owners of America's general counsel, is due here today from New Haven.

•

Marvin Rothenberg, Transfilm director, and Mrs. Rothenberg; Francis L. Sullivan, British actor, and Mrs. Gabriel Pascal, wife of British producer-director, are among passengers sailing from here for Europe today on the *S.S. Queen Mary*.

•

J. Lawrence Schanberger, owner of the Keith Theatre, Baltimore, and Mrs. Schanberger are celebrating their 30th wedding anniversary on a vacation at Atlantic City.

•

Ed Catlin, recently promoted to manager of the Cleveland Warner exchange, will be guest of honor at a Buffalo Variety Club dinner on Monday.

•

Wliliam Grady, M-G-M casting director, will be in Boston Saturday from the Coast.

•

Collier Young, Filmakers president, is in New York from the Coast.

Coast Correspondents To Pick Foreign Film

Hollywood, June 7.—The Hollywood Foreign Correspondents' Association, in addition to selecting the best American picture of the month, will also choose the best foreign film of the month.

For May, the 60 press representatives named 20th Century-Fox's "Three Came Home" as the finest to be released in America during the month, while the initial foreign product to win the award for May was "Madness of Love," produced in Madrid by Cifesa Films, which is being distributed here by Azteca Films.

Kramer's Motion Denied

New York Supreme Court Justice Aaron Steuer has denied Stanley Kramer Productions' motion to vacate a summons served on the producer here, and has ruled that the breach-of-contract action brought against Kramer and United Artists by Sigmund Schlager will be tried here. Schlager charges that the defendants failed to fulfill a contract giving him distribution rights to "The Men" in Italy. Schlager is represented by attorney Monroe E. Stein.

Fidelity Acquires Story

Hollywood, June 7.—Fidelity Pictures announces the acquisition of "Divide and Conquer," an original screen play by Dan Wolfe concerning an American reporter who discovers Hitler alive and active in Berlin affairs.

Tenn. Town Votes Tax

Murfreesboro, Tenn., June 7.—A local ordinance taxing motion picture admissions two per cent has been passed here. The last state legislation removed a state tax in favor of municipalities.

UA Licenses Mexican Firm as Distributor

United Artists has licensed Mier and Brooks, Mexico City distribution and production company, to distribute its product in Mexico for the next five years, the company has announced. Previously, UA product had been distributed in Mexico by Credito Cinematografico Mexicano, under a similar licensing arrangement, negotiated in 1948 when UA closed its own Mexican branch.

'Square Dance' to Bow At Five in Utah

Salt Lake City, June 7.—Mayor Earl J. Glade has proclaimed June 9 to July 8 "Square Dancing Night," highlighting a campaign being conducted by Al Steen for Monogram's "Square Dance Katy," which opens Friday at the Autorium, Redwood, Hilande and Geneva drive-ins and at one in Provo on Sunday.

Stahl a Lippert Manager

Richard Stahl has been named branch manager of Lippert Pictures' Minneapolis exchange by sales manager Arthur Greenblatt. Stahl, who recently resigned from Film Classics, replaces Reno Wilk who has resigned.

Theo. Fleisher's Father

Boston, June 7.—Funeral services were held here today for Simon Fleisher, father of Theodore Fleisher, head film buyer for Interstate Theatres of New England.

Green Dies from Fall

Knoxville, June 7.—William Farley Green, manager of the State Theatre here, died at his parent's home in Birmingham, Ala. Death resulted from a fall in a bathtub.

31 Stars to Appea For Palsy Campaig Over NBC-TV N

With Milton Berle as master ceremonies, 31 star acts have alre volunteered to participate in the C bral Palsy benefit show to be t vised over NBC-TV network, Sa day evening, from 9:30 to midni The performance will fea[illegible]re greatest aggregation of t[illegible]ent assembled for a telecast, accordin Leonard H. Goldenson, president the United Cerebral Palsy Asso tions, Inc., now conducting its nationwide appeal.

Bob Hope and Kate Smith are tional co-chairmen of the camp for $5,000,000. Under the local chairmanship of Peter Grimm Robert M. Weitman, Jinx Fal burg McCrary heads the New City women's division, with M Martin in charge of special gifts.

Among those to be introduced Berle Saturday night are: Ro Alda, Ames Brothers, Desi Ar Lucille Ball, Betty Bruce, Cab C way, Jack Carson, Mindy Carson, DeMarco Sisters, Faye Emer Stan Fischer, Jerry Lester, Malina, Martin Brothers, Ro Maxwell, Robert Merrill, Pat Morison, Jan Murray, Janis P Park and Clifford, John Payne, Pickens, Martha Raye, Verna mond, Buddy Rogers, Sid Stone, Sullivan, the Szones, Georgie T Henny Youngman, Tex and Jinx Crary, and others.

Royalty Attends B Of Wilcox's 'Odette

London, June 7.—The King Queen attended the premiere of bert Wilcox's "Odette," starring Neagle, at the Paramount Plaza tonight. Proceeds of the openin highlight of London's social se will go to King George's pe fund for actors, which will re an estimated 11,000 pounds.

Allen at ATOI Banque

Indianapolis, June 7.—Rex Republic Western star, has been a to the roster of guests for the ciated Theatre Owners of Indi convention at French Lick June 14. He and Gloria Swanson ar appear at the annual banquet Jun George Jessel is expected at the ness meeting on the night of Jun

Northcoast Circuit M

San Francisco, June 7.—Sh Corwin, president; Norman New film buyer, and Harold Citron, eral manager of Northcoast Thea will be in San Francisco from Angeles today for a three-day ing with Graham Kislingbury, di manager.

Flexer Adds 2 to Circ

Memphis, June 7.—David Fl Memphis circuit owner, has let tracts for two new drive-in the one to be located in West Mem Ark., and the other at Clark Miss., each to accommodate 500

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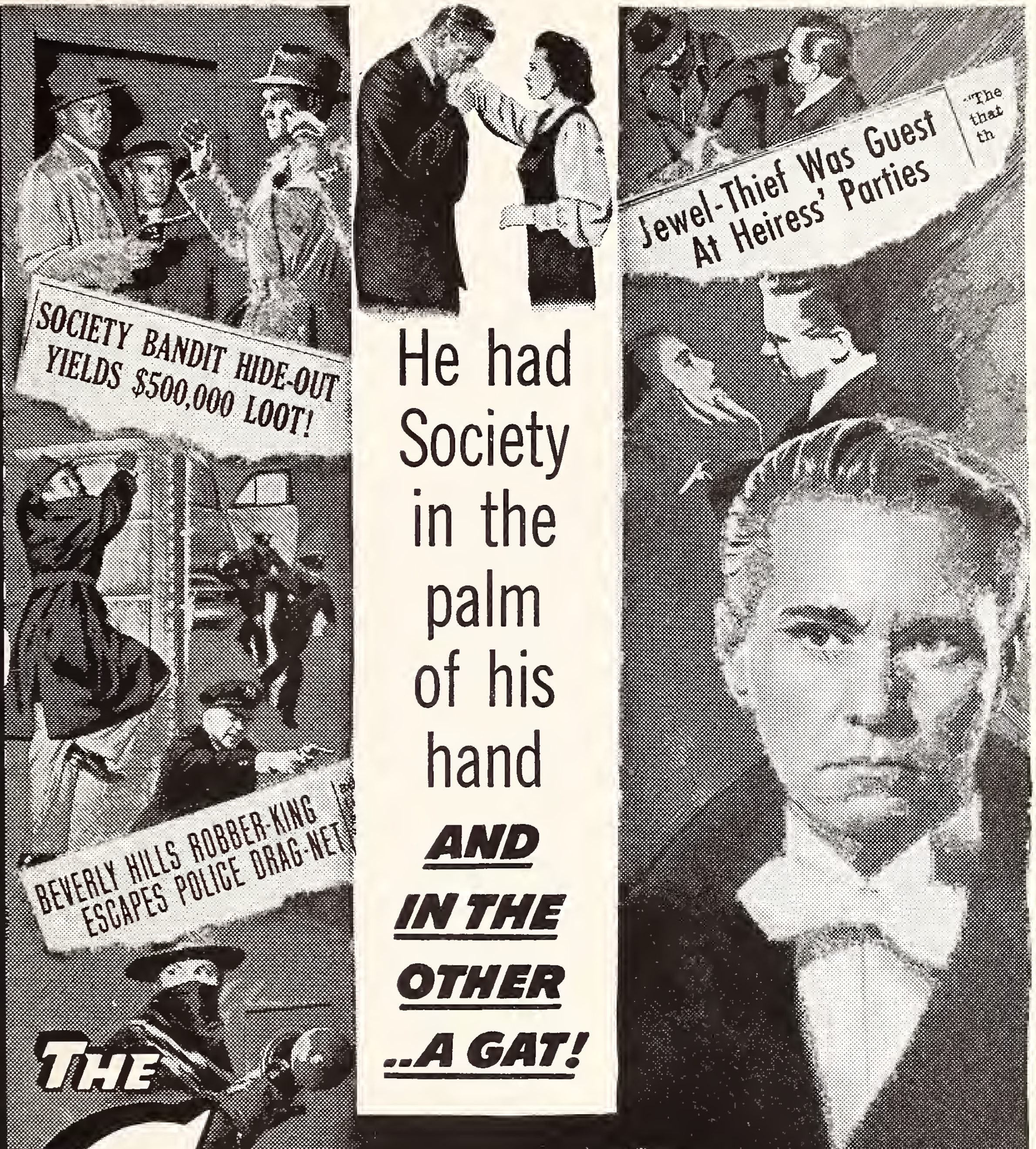
SOCIETY BANDIT HIDE-OUT YIELDS $500,000 LOOT!
Jewel-Thief Was Guest At Heiress' Parties
"The that th
BEVERLY HILLS ROBBER-KING ESCAPES POLICE DRAG-NET
THE GREAT JEWEL ROBBER

He had Society in the palm of his hand

AND IN THE OTHER ..A GAT!

THE GREAT JEWEL ROBBER

WARNER BROS.' TRADE SHOW JUNE 12

ALBANY
Warner Screening Room
79 N. Pearl St. • 12.30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2.30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2.00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8 00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8.30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2.00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8 00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2.00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2·00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1.30 P.M

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10.30 A M.

ST. LOUIS
Srenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

ARRING

AVID BRIAN

MR. BIG, BLOND AND BRUTAL OF THE 'DAMNED DON'T CRY'

WITH
MARJORIE REYNOLDS · JOHN ARCHER

DIRECTED BY PETER GODFREY · PRODUCED BY BRYAN FOY · WRITTEN BY BORDEN CHASE

READ THIS TRAVEL FOLDER

about the summer's hottest comedy
to which the crowds start travelling **July 4th**

Paramount's Tour Of Laughs

in the show that's a grand vacation for this fun-hungry nation!

THE GANG'S ALL HERE AND THEY'RE HEADED WEST . . .

All the stars of "My Friend Irma" back with new laughs for all their fans and for the millions who hear the famous C B S radio show.

"This one proves that sequels can sometimes top their originals."
—Hollywood Reporter

HAVE YOU EVER SEEN SUCH PRETTY SCENERY?

It won't be lonely any more on the lone prair-ee when these three gals start exploring new frontiers from Chicago to Las Vegas.

"Hearty response at N.Y. Paramount where it was 'sneaked'."
—M.P. Daily

48-STATE ALARM F LAUGHS WHEN IRMA'S KIDNAPPED

Jerry Lewis makes like Geronimo to find her in the hills. But she gabs so much that the gangsters gladly give her back—and for free!

"Should be as successful at the boxoffice as its predecessor." —Showman's T. R

ALL MEN OF DISTINCTION PREFER CALVET

Dean Martin sings song-hit, "I'll Always Love You", to France's answer to the Marshall Plan — gorgeous Corinne Calvet.

***"Can be counted on to pile up same kind of coin as first."** —Daily Variety*

AL CANASTA LEWIS LOSES BUT 'NATCH!

andsome new face at eft, the card-sharp of club-car, is the romantic covery, Pierre, who can re go along with a gag!

"Hilarious follow-up to highly successful original."—Film Daily

MARTIN & LEWIS ARE TODAY'S TOP SCREAM-TEAM . . .

Jerry Lewis delivers hilarious gag-routines—while Dean Martin sings new popular hits by Jay Livingston and Ray Evans.

***"Jerry Lewis grooves the guffaws in sock fashion."** —Variety*

A **Hal Wallis**
production

My Friend Irma Goes West

starring
JOHN LUND
CORINNE CALVET
DIANA LYNN
DEAN MARTIN and
JERRY LEWIS
with
MARIE WILSON AS IRMA
Directed by HAL WALKER
Screenplay by
Cy Howard and Parke Levy

'The 10' Again Ask to Go Free

WASHINGTON, June 7.—John Howard Lawson and Dalton Trumbo, former film writers convicted of contempt of Congress, have asked the U. S. District Court here to suspend or reduce their sentences.

Each has been sentenced to pay a $1,000 fine and serve one year in jail. They are scheduled to appear in court Friday to start serving their sentences, and at that time the court will act on their motion for a suspended or reduced sentence. In making the motion, they argued that the Constitutional question involved in their cases was a new one and that they have already been severely punished by being blacklisted from any film industry job.

Meanwhile, it was learned that the other eight former Hollywood employes who were cited for contempt along with Lawson and Trumbo in the 1948 House Un-American Activities Committee hearings on Hollywood will argue that they are not bound by Lawson-Trumbo appeals. When they were first slated for trial, they waived jury trial and agreed to be bound by the law as decided in the Lawson and Trumbo cases. Now, however, they plan to raise a new question as grounds for not being bound by the Lawson-Trumbo appeals. They will argue that they had a right not to tell the Committee whether they were Communists on the Constitutional rights against self-incrimination. The Lawson and Trumbo appeals were argued on the question of a citizen's right to believe and speak as he chooses.

Expect Settlement

(*Continued from page 1*)

Coxe was told in a private session in his chambers here yesterday. The statement was made by Sidney Diamond, attorney for Hughes.

It is understood that following the closed session, Diamond told Judge Hand that settlement negotiations are in progress and he is confident the case will be terminated without litigation, although it might take time.

The suit shifted yesterday from the court's reserve calendar to the trial calendar. According to attorneys familiar with the action this means that a trial would take place in about six months if a settlement fails to materialize.

The original action followed the refusal to give "The Outlaw" the MPAA's Production Code approval. It subsequently was narrowed down to a row over acceptability of Hughes' advertising copy for the film. Alleged damages of $2,500,000 are involved.

Paramount Meeting

(*Continued from page 1*)

W. Schwalberg, president of Paramount Film Distributing Corp.

The company sales chief arrived here today, with other home office executives, to attend the national sales convention, June 12-14. The three-day division managers' meeting will also be attended by Y. Frank Freeman, E. K. (Ted) O'Shea, Fred Leroy, A. M. Kane, Joseph Walsh, Oscar Morgan, Max E. Youngstein, Martin Friedman and Monroe Goodman, and division managers Hugh Owen, James Donohue, Duke Clark, George Smith and Gordon Lightstone.

Reviews

"The Iroquois Trail"

(*Edward Small—United Artists*)

PLENTY of Indians and plenty of action and suspense make Edward Small's "The Iroquois Trail" all that an exhibitor could want to please all children and many, many adults as well. Produced by Bernard Small and directed by Phil Karlson, the screenplay by Richard Schayer is based on James Fenimore Cooper's "Leather Stocking Tales." The picture stars George Montgomery, Brenda Marshall and Glenn Langan in the principal roles and also includes such exploitable names as Reginald Denny, Monte Blue and Paul Cavanagh in the cast.

In 1775, the English and the French were at each other's throats and the poor "Yankee" colonials acted as a buffer between the two sides. The territory northward from Albany along the Hudson river was inhabited by Indians who were to play an important part in the final outcome of the struggle. Montgomery, a trapper, becomes a scout to avenge the death of his brother, an English soldier who has been shot by a French spy in the English forces. Now associated with the English forces, Montgomery finds himself sought as a spy. However, after a series of exciting events he proves himself to be the hero of the occasion even to the point of saving a girl who has been captured by the Indians. The camera records a good deal of interesting history involving General Montcalm and the Hudson Valley battles, and the last sequence, in which a fort is set afire by Indians on a scalping party, will have children and grown ups on the edge of their seats.

Running time, 85 minutes. General audience classification. Release date is June 16.

"Rider from Tucson"

(*RKO Radio*)

GOLD MINE claim-jumpers are the villains in this latest Tim Holt Western. As a slight departure from formula procedure, the mastermind of villainy is a woman, played by Veda Ann Borg. In all other respects the film is a standard action thriller, right down to the last gunshot.

The story, fashioned by Ed Earl Repp, has Holt and his buddy, Richard Martin, learn about the plight of William Phipps, who, it appears, has discovered a gold deposit, but is in constant danger of his life by villainous claim-jumpers. In order to break Phipps down and make him reveal the location of the mine, the latter kidnap his fiancee, Elaine Riley. In time Holt swings into full action, rounds up the villains, and sees that they get their due. Along the way there is the familiar misunderstanding in which Holt is mistaken for a criminal by the sheriff.

Herman Schlom produced and Lesley Selander directed.

Running time, 60 minutes. General audience classification. June release.

MANDEL HERBSTMAN

"Destination Murder"

(*RKO Radio*)

AN attractive girl turns amateur sleuth and almost invites disastrous consequences in "Destination Murder," a standard melodrama, good in action sequences but flimsy in plot construction.

Joyce MacKenzie plays the girl who sets out to solve the mysterious murder of her father. The murder was ordered by a gangster nightclub owner, Hurd Hatfield, and the actual shooting was carried out by a trigger-crazy "punk," played by Stanley Clements. Suspecting Clements of involvement, Miss MacKenzie strategically cultivates him. Learning that the real forces of the crime center around the nightclub she gets a job there as cigarette girl. Albert P. Dekker, masquerading as the head of the nightclub, serves as a smokescreen for Hatfield's nefarious activities. Miss MacKenzie, never suspecting this, thinks Dekker is the "big brain" that ordered the murder. To complicate matters, she falls in love with Hatfield.

A couple of other murders were fitted into the Don Martin screenplay. The ending sees the police intervening in the nick of time to save Miss MacKenzie from the underworld. Edward L. Cahn directed and also produced with Maurice M. Suess.

Running time, 72 minutes. General audience classification. June release.

M. H.

Rodgers Will Preside

(*Continued from page 1*)

sessions which will be conducted along similar lines of those held in New York, Chicago and San Francisco last month.

William F. Rodgers, sales vice-president, will head the group leaving here for Toronto. In his party will be Charles M. Reagan, sales executive; Henderson M. Richey, exhibitor relations head; M. L. Simons, his assistant; Irving Helfont, home office aid to N. L. Nathanson, president of M-G-M Films of Canada, and Ted Gould, general sales manager; and Jay Eisenberg, liaison between M-G-M home office and legal departments.

Nine Drop Licenses, Television Is Blamed

BALTIMORE, June 7.—That television in homes has its effect on theatres is indicated in a decrease in the number of permits for the operation of motion picture theatres in Baltimore, according to Frank Robey, clerk of the Court of Common Pleas, who issues such licenses.

He points out nine houses that operated in the past fiscal year have failed to obtain a license. His office also reports that 104 licenses were issued to motion picture operators with fees amounting to $21,350, against 113 last year with an income to his department totaling $22,925.

U.S. Weighs Actic On Zenith Charge Of Film Boyco

WASHINGTON, June 7.—If e major film producer decided indep dently and for sound business reas to deny films to Phonevision, ther no violation of the anti-trust laws volved, a top-ranking Justice Dep ment official said today.

However, he indicated, if there any attempt by the producers to together and set a common policy the matter, there is a definite vi tion, and the Justice Department take action.

This official confirmed that Ze Radio Corp. has complained to department that it has not been to get films for its projected Ph vision test, and has charged the ma producers and also exhibitor inter with being instrumental in deny films to Zenith. The Justice offi indicated there would be consider study before any action is taken.

The question of a violation by producers is a lot simpler to de mine than that of a violation by hibitors, he said. In the latter c Justice would have to decide l much pressure exhibitors brought bear on the producers not to m films available to Phonevision, l much effect this had, and just ho would be possible to move against exhibitors or exhibitor organizati

Schimel Heads Fun

(*Continued from page 1*)

versity. Schimel succeeds G. S. E sell, president of Radio City M Hall.

Schimel declared that the fund attempt to better last year's recor 51 scholarships, funds for which w raised in the industry to make possible for that many students to ceive the benefits of an education the first American university u Jewish auspices.

Schimel has appointed the foll ing in the industry to his committ Barney Balaban, Paramount; N Blumberg, Universal; Jules W. Cat Skouras Theatres; Irving H. Gre field, Loew's; Monroe Greent Greenthal Advertising; Charles M kowitz, Loew's; Harold Rod Warner Brothers; Sam Rosen, bian Theatres; Abe Schneider, lumbia Pictures; George P. Skou Skouras Theatres; and George Schaefer and Eyssell, honorary ch men.

The industry fund was launche 1939 under the leadership of Schae then president of RKO, and the W. G. Van Schmus, then manag director of the Music Hall. In a tion to industry-wide scholars established annually at the univer many are maintaining annual scho ships, including Balaban, Blumb Rosen, Louis B. Mayer, Geo Skouras, and others.

Studio Employmen On the Increase

HOLLYWOOD, June 7.—Studio ployment rose in April to 70.5 cent on the California Division Industrial Relations scale, from registered in March. April a ago was 73.1. The scale reg 1940 as 100 per cent. Weekly e ings in April averaged $97.42, c pared with $97.60 in March.

TV Makes a Market Out of a Theatre

Union, N. J., June 7.—Because of "changed conditions," the major one of which was described as the advent of television, the Stuyvesant Realty Co. of Newark will erect a super market instead of a theatre on a tract at Stuyvesant Avenue, the Board of Adjustment was advised today in an application for a construction permit.

.Y. Wage Law

(*Continued from page 1*)

ige minimum rate set for vomen and minors in 1947 was 0 cents per hour.

As was forecast two weeks ago, film ustry labor representatives at the ıring urged that a minimum of $1 hour be recommended by the board. ose who rose before the board to ke this recommendation were: arlotte Campbell, business agent of TSE Theatre Cashier's Local No. 52; Russell Moss, executive vice- sident of "IA" Motion Picture me Office Employes Local No. H- ; Sidney Young of Screen Employes ild, Local No. 20, UOPWA; David lomon, UOPWA Candy Counter orkers union.

No Action Taken

The board, under the chairmanship former Supreme Court Justice ancis X. Giaccone, made no com- tments at the conclusion of the hear- . Later in the year it will submit ommendations for a minimum wage ler to Industrial Commissioner Ed- rd Corsi, who may then issue such order for the industry if he believes is needed. The board has sched- d a private hearing of motion pic- e industry wage conditions for e 14 here, and a public hearing of usement industry wage conditions in eral for June 21 in Albany.

Schwartz defended the MMPTA sition on minimum wages with a avy array of statistics intended to ove that the theatres of the New rk area could not sustain the in- ases in operating costs which he d would result from higher mini- ms for cashiers, ushers, doormen, rters, etc. He was supported in his l arguments by Orrin Judd and rle K. Moore, MMPTA attorneys. was indicated that ushers receive re at present from 45 to 53 cents an ur and cashiers receive approxi- tely 72 cents.

Statement Challenged

Although challenged later by a mber of union spokesmen on his tements regarding part-time theatre rkers, Schwartz adhered to the im that exhibition is unique as an ployer in that most theatre workers part-time employes who, he said, ke their jobs for their own con- nience mainly and are out of the areer" class. Labor representatives the board questioned Schwartz on s point, and one said: "Nobody ex- cts you to employ anybody you can't e."

Board member Alfred Harding of Actors Equity pointed out that while the board's hearings deal only with minors and women employes, the minimum wage that is established for the amusement industry will apply to men workers as well as women and minors.

State Labor Department researchers have maintained that the minimum "subsistence" weekly salary a single woman living alone should receive is $39.20. The MMPTA spokesmen questioned this figure in its application to theatre employes and contended that as part-time workers they are in a position to increase their incomes through supplementary jobs. Union spokesmen challenged the MMPTA position, and Moss held that the "theatre end" of the motion picture business has the reputation of being the "big profit" branch and therefore can well afford to increase wages. Schwartz attempted to prove that this was an erroneous impression. Young said his union's estimate of a subsistence budget based on a survey of SEG members for single women living alone is approximately $45 a week.

Rosen on Board

The nine-member Wage Board includes Samuel Rosen, Fabian Theatres vice-president and treasurer, and Michael J. Mungovan, state "IA" executive, as well as representatives of other unions and managements as well as of the public.

Schwartz' reservations in his opening remarks on the constitutionality of the State's right to set a minimum wage were based on the contention that Congress, in excluding non-interstate commerce workers from the provisions of the Federal minimum wage law, tacitly affirmed that such workers were not to have government regulated wage scales.

Reviews

"Spy Hunt"

(*Universal-International*)

ONE of the better offerings dealing with spy and counter-spy intrigue, "Spy Hunt" presents its murder and mystery against a background of the Swiss Alps and comes out on top in terms of story values, competent staging and good performances. Starring Howard Duff and Marta Toren, the film shapes up as a good suspense show with some imaginative twists which doubtless will add to general audience satisfaction.

Based on Victor Canning's "Panther's Moon," the story centers on a strip of microfilm which provides the evidence in a political murder. British agents are bent on smuggling the prize to the UN in Paris but encounter an assortment of adversaries apparently on the side of Eastern Europe. Duff comes on the scene as companion to two rare black panthers with which he hopes to reach an American circus. The microfilm is concealed in the collar of one of the beasts by Miss Toren with the aim of retrieving it later when she shakes loose from the other agents. However, the two panthers break away in a train wreck and the hunt is on. After a number of slayings and taut moments the yarn concludes with Miss Toren in possession of both the film strip and Duff.

Ralph Dietrich produced and George Sherman directed. George Zuckerman and Leonard Lee wrote the screenplay. Other cast members are Philip Friend, Robert Douglas, Philip Dorn, Walter Slezak, Kurt Kreuger and Aram Katcher.

Running time, 75 minutes. General audience classification. June release.

GENE ARNEEL

"Texas Dynamo"

(*Columbia*)

TEXAS DYNAMO indeed is Charles Starrett, as he poses as a tough, murderous hombre and works his way into a serious-minded gang of outlaws, all the while quietly conducting his activities as a U. S. Marshal. And, as a triple-threat-man he also is the masked Durango Kid who works outside the law in fighting injustices.

Following the pattern of its predecessors in this Western series, it stacks up well. There are the usual chases, hard riding and full quota of fist-fights and gunplay, with a hint of romance involving Lois Hall, the lady mayor of a frontier town whose political naivete brings her under the ruthless thumb of the outlaws. Smiley Burnette again provides his simple brand of comedy, while Gregg Barton is the dictatorial politician behind the mayor's throne. Produced by Colbert Clark and directed by Ray Nazarro, Barry Shipman wrote the screenplay.

Others in the cast are: Jock O'Mahoney, John Dehner, George Chesebro, Marshall Bradford, Emil Sitka and Fred Sears.

Running time, 54 minutes. General audience classification. June release.

Film Labor

(*Continued from page 1*)

tional Alliance of Theatrical and Stage Employes, is due in New York from Europe about June 20 and he, too, will leave for union sessions at the studios.

Meanwhile, Arnall and the Eastern distribution committee of the SIMPP are scheduled to meet today on the British terms, as well as other foreign matters, but no decisions are likely to be forthcoming. This will be Arnall's first session with any of his group since his return from the negotiations in London and promises to be limited largely to an exchange of information. He probably will leave for the Coast within 10 days to take up the matter with the Society's producer members when they hold their regular annual meeting.

Warner, US Decree

(*Continued from page 1*)

divorcement than the three years given by the courts.

Unlike Warners, however, attorneys for 20th Century-Fox and Loew's are giving full consideration to a petition to the Supreme Court for a rehearing. They have until June 21 to take such action.

Drive-in Theatre Burns

PORTLAND, Ore., June 7.—The Yaquina Drive-in Theatre, owned by McKevitt Theatre Corp. of Newport, was destroyed by fire with damage estimated at $30,000, partially covered by insurance. It will be rebuilt soon.

May Resume Spanish Talks

WASHINGTON, June 7.—The possibility of future discussions on motion picture problems in Spain seemed likely today as Eric Johnston, president of the Motion Picture Association of America, paid a courtesy call on Spanish Under-Secretary of State Suner, currently visiting here. MPAA officials said Johnston would doubtless see Suner again and take up, among other problems, the question of Spanish import permits.

Earlier today, Johnston presented the special newsreel made for Chilean President Gabriel Gonzalez-Videla to the Chilean Ambassador, Felix Nieto Del Rio. The film, which incorporates high lights of Gonzalez-Videla's recent visit here, was screened at the Academia for the Ambassador and his staff.

Conciliation

(*Continued from page 1*)

man of the distribution committee of the Motion Picture Association of America, said here that he believes in the workability of the "double-barrelled cure" of arbitration plus conciliation. He indicated that the possibility of urging its adoption depends on the results of the test now being given such a system in the San Francisco area by the Pacific Coast Conference of Independent Theatre Owners. PCCITO launched the test last week in cooperation with 20th-Fox.

Await 'Green Light'

Action is expected to result from the movement for an arbitration conference, started by the Theatre Owners of America when the presidents of distribution companies give the "green light" to the MPAA distribution committee to act on TOA's request for a statement as to where distribution stands on the technical question of which industry branch properly should call the meeting. TOA had made the request of the Smith committee which, in turn, handed it over to the presidents. The heads of the companies are understood to be endeavoring now to decide among themselves whether the call for the meeting should originate with exhibition or distribution. Smith said he is awaiting word from the company heads.

Would Avoid High Costs

Smith said he personally believes that any system of industrywide arbitration that did not provide for conciliation could prove to be costly. If it were necessary to resort to an arbitrator from outside the industry, he said, it is likely that he would have to be paid a high salary. He believes that many cases brought to conciliation would be settled by that method.

Hears Quigley

(*Continued from page 1*)

Board, Nat Cohen and Saul Trauner, Columbia; Ralph Pielow, Lou Allerhand and H. L. Ripps, from Loew's; Henry Randel and Myron Sattler, Paramount; William Murphy and Robert Fannon, Republic, and Sam Diamond and Martin Moskowitz of 20th Century-Fox.

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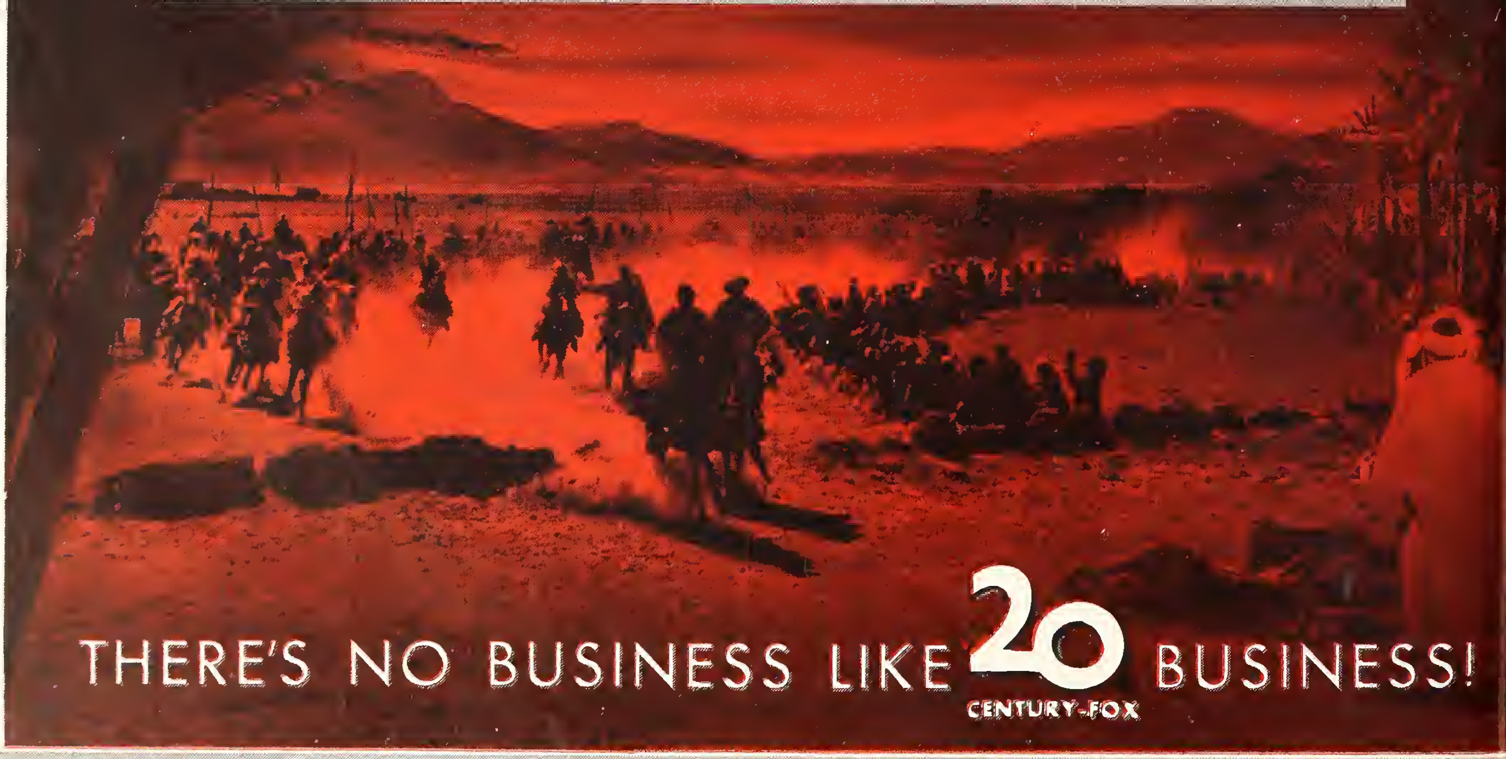

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ourt Affirms Jackson rk Decree Exemptions

Chicago, June 8.—That the Fed- l District court here is acting hin its rights in granting excep- ns which permit particular pic- es to play more than the maximum weeks in Loop theatres specified the Jackson Park decree in the elow case was decided today by U. S. Circuit Court of Appeals.

The Circuit Court rejected he contention of Thomas McConnell, attorney for the Jack- on Park Theatre, that the Dis- rict Court was not empowered o modify the decree of Oct. 6, 1946, limiting to two weeks ll pre-release runs in Balaban nd Katz and RKO Loop the- tres.

After a series of exemptions from

(Continued on page 5)

ompo Scans Allied ross Survey Idea

The suggestion of Allied States' rd that the Council of Motion Pic- e Organizations undertake a thor- gh survey of box-office trends was ly explored at the meeting here ednesday and yesterday of

(Continued on page 5)

50-Cent Paramount Dividend Is Voted

Paramount Pictures Corporation's board of directors at a meeting held here yesterday, declared a dividend of 50 cents per share on the company's common stock for the second quarter, the same dividend amount which was voted for the first quarter. Payment is to be made on June 30 to stockholders of record on June 19.

44 States Approve New Drive-in Regulations

Washington, June 8.—Much tighter regulations on new drive-in theatres are urged in a report to be issued shortly by the American Association of State Highway Officials, and already approved in 44 states.

The report is based on a survey of 282 existing theatres conducted in 1948 and 1949, and centers around the effects of drive-ins on traffic congestion and accidents, and ways and means of controlling them.

The report contends that drive-ins should not be located on major highways, but on secondary roads connecting with major highway; they should not be located on major two-lane highways; they should be in districts already partially built up to avoid the creation of new congestion areas; they should be on highways where normal speeds do not generally exceed 40 miles per hour, and should not be lo-

(Continued on page 5)

Set 'Showmanship' For 550 NT Houses

Los Angeles, June 8.—Starting date of National Theatres' campaign for "Movies Are Better Than Ever" has been set for August 1, by Charles P. Skouras, NT president.

The NT campaign, designed to stimulate the public's interest in motion pictures, and increase the flow of admission dollars to the box-office, will be instituted in 550 theatres of the circuit.

Selection of the date was made after consulting with operating heads of all NT divisions. Participating were: Elmer Rhoden, Fox Midwest; Frank H. Ricketson, Fox Intermountain; Harold J. Fitzgerald, Fox

(Continued on page 5)

Triple Event for Salt Lake Industry

Salt Lake City, June 8.—This area is heading for one of the biggest fraternal, philanthropic, social and business combination meetings in this city's film history.

Top executives of Variety International will be present here on June

(Continued on page 4)

Theatre 'Boom' Still On in Australia

Theatre business in Australia has undergone no recession since the immediate postwar years and is continuing unabated on a high level of prosperity, John Evans, vice-president of Greater Union Theatres, leading Australian circuit, and William Tink-

(Continued on page 4)

House Group Would Make Trust Laws Even Tougher

Raftery Warns of Increasing Suits

Baltimore, June 8.—An appeal to the motion picture industry to unite "for self-preservation" against the threat of extermination by increasing anti-trust suits was made here by Edward Raftery, in an address before the Variety Club of Baltimore.

The New York lawyer, who has

(Continued on page 5)

Washington, June 8.—The special House Judiciary Sub-Committee studying monopoly today approved a bill to make things even tougher on defendants in private treble-damage anti-trust cases.

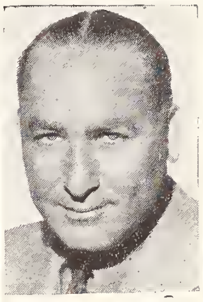
The bill would establish a uniform six-year Federal statute of limitations, in place of the present state statutes, which run from one to seven years, but mostly around two or three. The measure also gives the government power to sue for damages resulting from monopolistic practices by its

(Continued on page 5)

13 Productions From Wallis At $19½-Million

New Deal With Para. to Supersede 1948 Contract

Hollywood, June 8.—Conclusion of a new releasing contract with Paramount involving the expenditure of approximately $19,500,000 for the production of 13 pictures was announced today by Hal Wallis on his return here from New York. The independent producer has been conferring with his Eastern associate, Joseph Hazen, and Barney Balaban, president of Paramount, for several weeks prior to signing the agreement.



Hal Wallis

(Continued on page 4)

Seek Pact Clarity At SIMPP Meeting

Eastern distribution committee of the Society of Independent Motion Picture Producers took up the British proposals for a new trade agreement

(Continued on page 5)

Johnston to Report to Coast on UK Pact

Washington, June 9.—Motion Picture Association of America President Eric Johnston will report on the British negotiations to studio heads in Hollywood on Monday. He is slated to fly to the Coast Sunday night, returning Tuesday, Edward T. Cheyfitz of the MPAA office will accompany Johnston to the Coast.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's
SUNSET BOULEVARD
A Hollywood Story
"RANKS WITH THE ALL-TIME GREATS"
—Hollywood Reporter

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Coming Events

Today- July 4—Motion picture industry participation in U. S. Savings Bond "Independence Drive."
Today Through Sunday — Paramount division managers sales meeting, Hollywood.
June 12-13—Motion Picture Exhibitors of Florida annual convention, Hotel Delano, Miami Beach.
June 12-14 — Associated Theatre Owners of Indiana directors' meeting and annual convention, French Lick Hotel, French Lick.
June 12-14 — Paramount's national sales convention, Los Angeles.
June 15-16—M-G-M sales meeting, Royal York Hotel, Toronto.
June 15-17—Allied Theatre Owners of New Jersey annual convention, Hotel Traymore, Atlantic City.
June 17-20—Virginia Motion Picture Theatre Association annual meeting, Hotel Chamberlain, Old Point Comfort, Va.
June 21—Salt Lake City Motion Picture Club receives Variety International charter as Tent No. 38.
June 23—Warner Club annual boatride and outing up the Hudson River to Bear Mountain.
June 27—Monogram and Lippert Productions - sponsored exhibitor luncheon, I. E. Chadwick conducting discussion, Drake Hotel, Chicago.
June 27-28—New Mexico Theatres Association meeting, Silver City, N. M.
June 29—"All Presidents' Dinner," amusement division of United Jewish Appeal, Hotel Waldorf-Astoria, New York.

Palsy Fund Gets $15,000 from ITOA

The Cerebral Palsy Society of New York, of which Robert Weitman and Peter Grimm are co-chairmen, received a check for $15,000 yesterday from the Independent Theatre Owners Association of New York. William Brandt presented the check at a luncheon of New York CPS officials at the 21 Club.

All-Out Support for Palsy in Cincinnati

CINCINNATI, June 8.—Complete cooperation was pledged by exhibitors and distributors at a "kickoff" meeting of the cerebral palsy campaign, headed locally by James S. Ambrose, Warner branch manager, and Jack Keegan, vice-president and general manager of Northio Theatres.

David Bader Heads AMPA Publicity

David A. Bader, industry veteran and a former president of the organization, has been appointed to head the public relations program of the Associated Motion Picture Advertisers, it is announced by Harry McWilliams, president. Next board of directors meeting is scheduled for June 12 at the Abbey Hotel here.

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, left here yesterday for Atlanta.

•

MARIAN TRACY, secretary to MALCOLM KINGSBERG when he was president of RKO Theatres, resigned from the company this week.

•

RUTGERS NEILSON, RKO Radio publicity manager, has been re-elected to the board of governors of the Circus Saints and Sinners of America.

•

HAROLD WIRTHWEIN, Monogram Western sales manager, is visiting Portland and Seattle from Hollywood.

•

ROBERT T. MURPHY, general manager of the 20th Century Theatre, Buffalo, is in the St. Francis Hospital there.

•

HAROLD MIRISCH, Monogram and Allied Artists vice-president, has returned to the Coast from New York.

•

L. W. MCEACHERN, manager of Century's Marine Theatre, has been presented with a gold watch by FRED J. SCHWARTZ, Century executive vice-president, on his 20th anniversary with the circuit.

•

H. O. QUALSETT, owner of the Lyric Theatre, Tekameh, Neb., and MRS. QUALSETT are the parents of their third child; a boy.

•

CLIFF WILSON, formerly with Moody Theatres in Georgia, has joined the Martin and Thompson booking office at Atlanta.

First U-I Film Gets NSS Video Trailers

First Universal-International film to be given television exploitation treatment through the special National Screen TV "package" will be "Winchester '73," NSS president Herman Robbins said yesterday. The "Winchester '73" TV package is comprised of one 60-second trailer and three 20-second trailers.

Robbins said that in addition to the TV trailers recently made available on 20th-Fox's "The Big Lift," they are now also available on that company's "The Gunfighter" and "Ticket to Tomahawk" in 60 and 20-second editions. It is anticipated that subsequent TV "packages" will be comprised of two 60-second trailers and two 20-second ones.

Hope Goes to NBC; Talent Battle Rages

Talent batttle of the radio networks continued yesterday with National Broadcasting signing Bob Hope to a long-term contract for AM and television on an exclusive basis, winning out over Columbia Broadcasting in moves to lure the star. Hope will launch a new AM show for Liggett and Myers in the fall, according to Joseph McConnell, NBC president. NBC last week entered a similar deal with Groucho Marx.

Lippert Stays at Nassour

HOLLYWOOD, June 8.—Lippert Productions will remain at Nassour Studio, following the new owner, station KTTV's request that the company continue in its present setup. Lippert occupies a separate wing of the studio and has been assured adequate stage space for future productions, the company stated.

1st Salt Lake Drive-in

SALT LAKE CITY, June 8.—The Park-Vu Drive-in Theatre, first to be constructed within Salt Lake city limits, will hold its formal opening this evening. It is operated by Ellis Everill.

Notables to Attend ILGWU Film Bow

Leon Henderson, Nelson A. Rockefeller, Robert Moses, Herbert Bayard Swope, Jacob S. Potofsky and A. Phillip Randolph are among the large number of well-knowns who have accepted invitations to attend the premiere of "With These Hands," feature film sponsored by the International Ladies Garment Workers Union, scheduled for Thursday at the Gotham here.

Jack Arnold directed, from a screenplay by Morton Wishengrad. Sam Levene, Arlene Francis and Joseph Wiseman are in leading roles.

Petrillo Heads AFM For Eleventh Time

HOUSTON, June 8.—James C. Petrillo was elected to his 11th consecutive term as president of the American Federation of Musicians as the union ended a four-day convention here.

Other officers re-elected were Charles L. Bagley, Los Angeles, vice-president; Cleo Cluesmann, Newark, N. J., secretary, and Harry J. Steeper, Jersey City, treasurer. Board members elected were John Park, Dallas; Herman D. Kenin, Portland, Ore.; George D. Clancy, Dallas, and Stanley Ballard, Minneapolis.

Rule Against Ban of 'Thief' in Portland

Circuit Court Judge James R. Bain of Portland, Ore., has issued an injunction against the Portland, Ore., Censorship Board and the Portland City Council, restraining them from interfering with the opening of "Bicycle Thief," in its full version, Mayer-Burstyn, the distributor, said here yesterday. The censors had demanded a deletion of one scene. Following the injunction, the film opened at the Guild Theatre in Portland.

20th Grants 6 Increases

Six merit increases have been given by 20th Century-Fox, the Screen Employes Guild has announced. The increases, covering publicists and artists, range from $7.50 to $25.

New Supplement in 'M. P. Herald' Today

"*The Release Chart, by Companies,*" a new, special eight-page supplement to the Product Digest Section of *Motion Picture Herald* will appear for the first time in that publication today and will appear monthly thereafter.

It is a catalogue of all [illegible]ture product released i[illegible] last 12 months, now in release or scheduled for release in the future.

Feature Productio
Spurts on the Coas

HOLLYWOOD, June 8.—The prod
tion index resumed an upward sw
this week, with a gain of six featu
to a total of 32 in work. Thirteen n
pictures started and seven finished
Started were: "Raiders of Tor
hawk Creek," "Pygmy Island" ;
"The Valentino Story," Columb
"I Killed Geronimo," Eagle Li
"M," Independent; "Shep of
Painted Hills," and "Vengeance V
ley," Metro-Goldwyn-Mayer; "T
Timber," Monogram; "Crack Dow
"Mother of a Champion," and "(
Danger," RKO Radio; "Fourt
Hours," 20th Century-Fox; "Ro
Mountain," Warner.
Completed were: "The First
gion" and "Again Pioneers," Indep
dent; "The Man He Found," R
Radio; "All About Eve," 20th C
tury-Fox; "The Milkman," "Harv
and "Wyoming Mail," U-I.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Bennet
Elizabeth Taylor
"FATHER OF THE BRIDE
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

JAMES STEWART
SHELLEY WINTERS · DAN DURYEA
STEPHEN McNALLY
WINCHESTER '73
in Person
JOHN PAYN
JAN MURRA
AL DONAHU
And His Orchestra
Extra
PATRICIA MORISON
PARAMOUNT TIMES SQUARE
Midnight Fe
Nightl

RICHARD WIDMARK
GENE TIERNEY
IN
"NIGHT and the CITY"
— In Person —
Lucille Ball
Desi Arnaz
Ro
7th Ave. & 50th St.
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foreign; single copies, 10c.

The Stranger at her wedding was a messenger of Fear and Evil!

They said she married
a man she'd never
seen before . . . murdered
him in cold blood . . .

Confessed that
she was insane . . .

Was it all *true* . . .
or a monstrous secret
plot to wreck her life?

When you
see this picture,
please don't tell
the secret of
"The Secret
Fury"

JACK H. SKIRBALL and BRUCE MANNING
present

CLAUDETTE COLBERT · ROBERT RYAN

in

The SECRET FURY

with JANE COWL · PAUL KELLY · PHILIP OBER
Produced by JACK H. SKIRBALL · Directed by MEL FERRER
Screen Play by LIONEL HOUSER

Distributed by
RKO
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PICTURES

BIG BROADWAY FIRST RUN AT THE PARAMOUNT THEATRE . NATIONALLY ADVERTISED TO 36,146,476 CIRCULATION . A TOP-BRACKET SHOW AGAINST ANY COMPETITION!

Cites L. B. Mayer as 'Great Civic Leader'

Washington, June 8.—Terming Louis B. Mayer "one of America's great civic leaders," Senator Owen Brewster (R., Me.) today put into the *Congressional Record* the text of the address by the M-G-M official to the Jewish War Veterans, on the occasion of his being awarded a gold medal of merit for distinguished service.

H-63 Says 'No' to SEG 'Layoff' Meet

In a circular statement yesterday, IATSE Motion Picture Home Office Employes Local No. H-63 dissociated itself from Eastern Screen Employes Guild's announced plans to call a conference of all CIO, AFL and independent unions to protest personnel layoffs in the industry. The "IA" is an AFL union.

H-63 attacked SEG on political grounds.

During the past two years H-63 and SEG have opposed each other in a number of disputes before the National Labor Relations Board. Most recent of these involves workers at the Monogram home office, an SEG shop which H-63 claims to have won unofficially. SEG's Monogram pact will expire in August, and H-63 has asked the NLRB here for a hearing of the "IA" union's petition for an NLRB election.

Invite H-63 Membership To Attend 'Unofficially'

Membership in companies under the IATSE's Local H-63 will be invited to attend "unofficially" the forthcoming conference of unions to protest industry layoffs, Jack Ryan, Screen Employes Guild business director, declared here yesterday.

Ryan's statement followed H-63's dissociation from the conference.

Fairbanks Has New Camera for 35mm.

Hollywood, June 8.—A new 35mm. multiple camera process, designed for both theatrical and television filming, has been developed by Jerry Fairbanks Productions, the producer announces. It will be available to producers this summer.

Like the Fairbanks' 16mm. Multicam Process, the new 35mm. technique permits a picture to be filmed in continuous action, including cuts from one camera to another, by using three cameras simultaneously for long, medium and close-up shots. Now under development are 2,000-foot magazines for use with the new cameras.

Barry to NBC as 'V.P.'

Election of Charles C. Barry as vice-president in charge of programs for the National Broadcasting radio network is announced by Charles R. Denny, network executive vice-president. Barry, who was previously vice-president in charge of radio and television programming for American Broadcasting, will be in complete charge of all programming activities of the NBC radio network.

13 Productions from Wallis

(*Continued from page 1*)

The contract supersedes a releasing arrangement between Wallis Productions and Paramount signed in Dec., 1948, which called for 12 pictures. Five of these have been completed and seven have been carried forward to be included in the new contract. Deal is for not less than two or more than four a year.

Those completed under the previous agreement and awaiting release are "The Furies," starring Barbara Stanwyck, Wendell Corey and Walter Huston; "September Affair," starring Joan Fontaine and Joseph Cotten; "My Friend Irma Goes West," John Lund, Corinne Calvet, Diana Lynn, Dean Martin and Jerry Lewis, with Marie Wilson as "Irma," and "Dark City," which introduces Charlton Heston and stars Lizabeth Scott, Viveca Lindfors, Dean Jagger and Don DeFore. Already in release from this group is "The File on Thelma Jordon," starring Barbara Stanwyck and Wendell Corey.

Wallis has scheduled "That's My Boy," to star Martin and Lewis, for early fall production, to be followed by "Quantrell's Raiders," a Western, to star Burt Lancaster.

Other properties being prepared are: "December Bride," by Parke Levy; "Sound of Years," by Merriam Modell; "House of Mist," by Maria Louisa Bombal, and "Night Man," by Lucille Fletcher.

Wallis Productions joined Paramount in the fall of 1944. Among the films produced by Wallis and released through Paramount are "Love Letters," "The Affairs of Susan," "You Came Along," "The Strange Love of Martha Ivers," "My Friend Irma," "Sorry, Wrong Number" and "Rope of Sand."

Australia 'Boom'

(*Continued from page 1*)

ler, GUT advertising-publicity director, who are in New York from Sydney for a two-week visit, said yesterday.

Theatre business "Down Under" has not yet faced either the development of drive-in theatres or the threat of television competition, they conceded. They pointed out, too, that a basically different economic order from that in the United States prevails in Australia. Automobiles are not an important social factor and imports of numerous luxury items are restricted or prohibited in order to conserve the country's dollar supply for importation of more essential goods.

Admissions Controlled

In consequence, the spending money of the average citizen is not being syphoned off by credit payments for many items of personal and household use, as is the case here.

However, admission prices are controlled by the government and presently are pegged to the 1941 level which had undergone no appreciable change since the depression of 1932. The average admission price in Australia is 26 cents, Evans said, but ranges up to 66 cents top at the best theatres. Wages and prices generally are not inflated, however, and in consequence the Australian 26-cent ticket price could be favorably compared with a sum two or three times as much here, they said.

Concessions 'Big Business'

Theatre concessions are "big business" in Australia, too, Evans and Tinkler reported, accounting for 20 to 25 per cent of the gross in GUT theatres. Confections, ice cream and soft drinks comprise the principal theatre concession sales and are advertised by screen slides in the theatres. Screen advertising also figures as an important revenue item in most Australian theatres, they said, adding another 20 per cent to the gross.

Popcorn is not sold in the theatres due to the absence of a good native corn for popping. However, best selling concession items are in a higher price class than in theatres here, Evans reported, the most popular being a 40-cent box of candy.

Most Australian first-runs schedule only four shows daily and provide for a show "break" in between allowing customers ample time to patronize the concession stands.

Evans and Tinkler visited Hollywood, Western, Southern and Midwestern cities, inspecting theatre operations, before coming here. They are the guests of Capt. Harold Auten of United Artists, GUT representative in the U. S., during their New York stay. Evans will go on to England from here; Tinkler will return to Sydney from New York. This is the first American visit for both.

Triple Event

(*Continued from page 1*)

21, when a charter for Salt Lake Tent No. 38 of Variety is presented, Henry S. Ungerleider, chief barker for the new unit, announces.

Ungerleider said the following have accepted invitations to attend the affair: R. J. O'Donnell, international ringmaster; Marc Wolfe, international chief barker; John H. Harris, big boss; C. E. Lewis, international press guy; William McCraw, international executive director; Dave Bershon, international representative, and Charles P. Skouras, second assistant chief barker and head of Fox West Coast Theatres.

Slate 'Roundup'

Presentation of the charter will take place on the evening of June 21 as one of the events of the Fifth Annual Exhibitors-Distributors Roundup. The latter affair, which heretofore has been part of the activities of members of the Salt Lake Motion Picture Club and the industry in the Salt Lake exchange area, is scheduled for June 20-21-22. Events include a golf tournament, dinners, screenings and a special meeting of the Utah-Idaho Pacific Coast Conference of Independent Theatre Owners.

C. Clare Woods, Centre Theatre manager; Shirl Thayne, Universal-International salesman, and Harry Swonson, Paramount salesman, are on the three-man committee arranging the affair.

'Rascals' Start Aug. 1

Hollywood, June 8.—Ten one-reel "Little Rascals" comedies have been set for reissue by Monogram at the rate of one every other week starting Aug. 1. Series feature such players as Farina, Dickie Moore, Jackie Cooper, Mary Kornman, Joe Cobb, Jack Condon, Spanky MacFarland, Sunshine Sammy and Mickey Daniels.

'Rose' Driv In High Gear

With 20th Century-Fox's "T Black Rose" set to open in 500 the tres on Labor Day, coordination the company's publicity, advertisi and exploitation forces in a drive f the picture between now and relea date has begun, according to an a nouncement by the company.

Field exploiteers in key cen[illegible]a currently being armed with spec material for advance planting newspapers, magazines and oth media.

Hundreds of special stories a photos are going to the field in ord to give the picture maximum pe tration for its release. The men a also being equipped with details the many promotions set on the p ture. They, in turn, will work in a vance with manufacturers' outlets special displays and tie-ins to coinci with the release in their territori

At the home office, members of t staff have been set up in units, ea of which will concentrate on one pha of the picture. In addition, advan material is being rushed overseas the company's foreign exchanges order to prepare for the global ope ing of the film in September a October.

20th-Fox Plans a Heavy Ad Campaign for 'Broken Arrow'

Special appeal of the unusual theme 20th Century-Fox's "Broken Arro will reach a vast audience through major national advertising campa planned by the company for July a August.

Another Delay fo Theatre TV Hearin

Washington, June 8.—It v probably be very late this year early next before the Federal Co munications Commission gets arou to holding its announced theatre te vision hearings, industry attorn here now believe.

Officials of the Theatre Owners America and other groups interes in the topic have been talking ab hearings in September or Octob Now they admit they will be lucky have them start in November.

Main reason is the drawn-out p ceedings still ahead on reallocati TV channels. The FCC is not expe ed to start these until it hands do its color decision, probably late August or in September. Then the allocation hearings will take up s eral months before the theatre proceedings can start.

10th House Closes Cincinnati District

Cincinnati, June 8.—The 1,2 seat downtown Strand, a unit of Te news Theatres, has closed, making tenth house, including RKO's (pheum, to be darkened in the Grea Cincinnati area in recent weeks.

The Hiland, at nearby Fort Tho as, Ky., part of the local Associa Theatres circuit, which closed cently, has reopened for weeke only. It is reported that receipts this house declined 65 per cent in past four months, compared with corresponding months of last year

-G-M Boosts eleases to 10

M-G-M's summer release schedule s been revised by William F. odgers, sales vice-president. Also, instead of nine pictures will be re- ised in June, July and August.

Heading the June releases will be 'he Asphalt Jungle," followed by 'ather of the Bride" and "The i, 67. Surprised His Wife." During ly —will be "The Crisis," "The ichess of Idaho," "The Happy ears" and "Mystery Street." In igust, the leadoff picture will be 'hree Little Words," followed by 'he Miniver Story" and "Lady ithout Passport."

Tradeshowings have been held or eduled on all of the films except 'he Miniver Story" and "Lady ithout Passport." These will be set Rodgers within the next few eeks.

Meanwhile, the policy of special ndling for "The Next Voice You ear," "Annie Get Your Gun" and tars in My Crown" continues. No neral release dates have been pegged any of the trio.

-Page Tabloid for alt Lake Bond Sale

SALT LAKE CITY, June 8.—Charles ncus, ad-publicity chairman for the dependence Bond Drive in Salt ke arranged for a complete eight- ge tabloid newspaper, devoted ex- isively both in advertising and pub- ity copy to the drive, to be dis- buted with all editions of the week- d edition of the *Desert News*. This ece of promotional material was the ghlight of a bond campaign that w universal theatre cooperation in ing the special bond drive trailers d displays in the lobbies of theatres d film exchanges, tied-in with a triotic parade, featuring the Utah berty Bell, in which industry lead- s were the moving figures.

IMPP Meeting

(Continued from page 1)

a meeting with Ellis G. Arnall, esident, here yesterday and the only nclusion reportedly drawn was that rification was imperative on a num- r of counts. Arnall gave a detailed port on the London negotiations ich was followed by open discussion the Eastern representatives of the ciety's producer members.

Overall workability of the British an was questioned along with vari- s details but no expressions of opin- n on it were asked by Arnall, nor ere they given. In this respect the ssion followed the pattern of the otion Picture Association of Ameri- meeting on the UK pact with Eric Johnston here last week.

Left for further analysis were an- ers to questions on the specific eaning of production investments in ngland, a formula for allocating re- ittances among American producers d the possibility of chain reaction om other countries.

Anxious to ascertain the views of e industry's organized labor on the oposals, Arnall said following the eeting that he will meet with the udio unions during his Coast visit ter this month.

Chicago Runs Over 2 Weeks

(Continued from page 1)

this provision of the Jackson Park decree had been granted by Federal Judge Michael L. Igoe, McConnell brought his action challenging specifically an order granting a six weeks' run extension to 20th Century-Fox's "Come to the Stable" at B and K's United Artists Theatre here.

Defendants had argued that such exemptions from the decree were discretionary with the court. The higher court concurred.

"It appears plain," the court's opinion stated, "that a two-week period was not arrived at by any logic, formula or scientific process. Such time was, as Judge Igoe stated, arbitrarily fixed. Thus, it seems plain that both the court and the plaintiff's counsel understood both at the time the decree was entered and subsequently that the court was vested with a discretion to permit the run of a Loop picture for a longer period than that designated in the decree.

"The fact that we (the Circuit Court) affirmed the decree indicates that we embraced the plaintiff's interpretation and rejected that of defendants. It is, therefore, our view that the action of the court did not result in a modification or alteration of its decree so as to bring its action within the condemnation of *United States vs. Swift*.

"That the decree is susceptible of an interpretation which lodges in the court a discretionary power can hardly be doubted, and that the court, upon the entry of the decree, as well as counsel for the plaintiffs, both at that time and subsequently so understood, is equally plain.

"We recognize, as was pointed out by the plaintiffs, that numerous applications for permission such as was granted in the instant case imposes an onerous burden upon the court and perhaps a hardship upon the plaintiffs by reason of the continuing litigation resulting therefrom. But that court, as this, must appraise the situation as it is and not as plaintiffs now think it should be. We cannot assume for the purpose of establishing a precedent favorable to the plaintiffs that the court will not in the future, as it has in the past, exercise its discretion in a manner to protect the rights of the plaintiffs, established only as a result of long and expensive litigation."

NT 'Showmanship'

(Continued from page 1)

Wisconsin; Frank L. Newman, Fox Evergreen; George Bowser, Fox West Coast; and Dick Dickson and Spencer Leve, FWC Southern and Northern California division managers, respectively.

Final details of the campaign will be plotted at a meeting of the circuit's top management in Los Angeles during July.

Described by Skouras as "essentially a doorbell ringing" campaign, the drive will be spearheaded on a local level by theatre managers and their staffs, backed by the personnel of division offices. It includes a series of large-size promotional and co-operative ads, radio and television time, extensive newspaper publicity and tie-ups, person-to-person and word-of-mouth selling, direct mail, trailers, posters, theatre decorations, and stage and service club talks by managers.

Tune Plugging 'Movies' Recorded with Kobblers

M-G-M Records has pressed a platter of "Let's Go Out to the Movies," new tune penned by foreign film importer Jack Ellis, with the Korn Kobblers featured. The musical plug for the industry also is being published by Robbins Music Co.

Raftery Warns

(Continued from page 1)

many film industry clients, and formerly headed United Artists, said that as a result of anti-trust litigation, some 130 lawsuits with total damages in excess of $100,000,000 are now pending against distributors and producers.

Raftery asserted that the "triple-damage provision" of Federal anti-trust laws should be eliminated, otherwise every business with "a type of commodity that requires exclusive dealers" are in danger of extermination.

COMPO Scans

(Continued from page 1)

COMPO's program and planning committee, according to a statement issued following the committee's adjournment yesterday afternoon.

Other areas of deliberation, it was said, covered intra-industry relations, press and legislative relations and various methods of improving grosses through promotions and other means.

At the two-day sessions, sub-committees were assigned to complete a comprehensive outline of activities for submission to COMPO's executive board. "If the executive board approves our recommendations, COMPO's first year will be a very, very busy one," said committee chairman Nathan Yamins of Allied in thanking the 25-member group for its concentration on industry problems.

"We are hopeful," he added, "that from these original plans will emerge solutions to many of our public relations problems."

It was pointed out by Yamins that the detailed plans and projects will be finalized by the various sub-committees, first for clearance through the full committee and then for presentation to the COMPO executive board. In its two-day session the Yamins committee dealt with projected activities in all fields of public relations.

Tough Trust Laws

(Continued from page 1)

suppliers, and says that any judgment in such a government damage suit will be *prima facie* evidence against a defendant in a private damage suit.

However, the committee voted to reject a proposal which would make the statute of limitations run from the date the damages were discovered rather than the date they were incurred, and also to strike out a provision which would have made a judgment in a government anti-trust or damage suit "conclusive" rather than *prima facie* evidence in private cases.

Arthur Mayer Talks Today on Germany

Hollywood, June 8.—Arthur Mayer, former motion picture representative for the American Military Government in Germany, will address the Association of Motion Picture Producers' international committee, guild and union executives and other industry representatives on the conditions confronting the industry in Germany. The occasion will be a luncheon in his honor tomorrow at the Beverly-Wilshire Hotel.

All Is Clear in State Legislatures

WASHINGTON, June 8.—Only four states have legislatures still in session, and no harm to the industry is expected in any, according to Motion Picture Association of America legislative representative Jack Bryson.

Louisiana and Massachusetts are still in regular session, and special sessions of the Arizona and Michigan legislatures are still sitting. A censorship bill in Massachusetts is expected to remain in committee.

So far nine regular sessions and five special sessions have adjourned, with no legislation damaging to the industry. The South Carolina Legislature, which quit last weekend, passed the largest spending bill in its history but did not impose any new admission tax or other tax on the industry, despite several threats to do so.

Olivier Signed for Wyler Film Here

Sir Laurence Olivier will go to Hollywood for the first time in 10 years this summer for William Wyler, Paramount producer-director, to star in Wyler's "Carrie Ames," based on "Sister Carrie," by Theodore Dreiser.

Negotiations with Olivier were completed yesterday by Paramount. Olivier will arrive in Hollywood on Aug. 15.

New Drive-in Rules

(Continued from page 1)

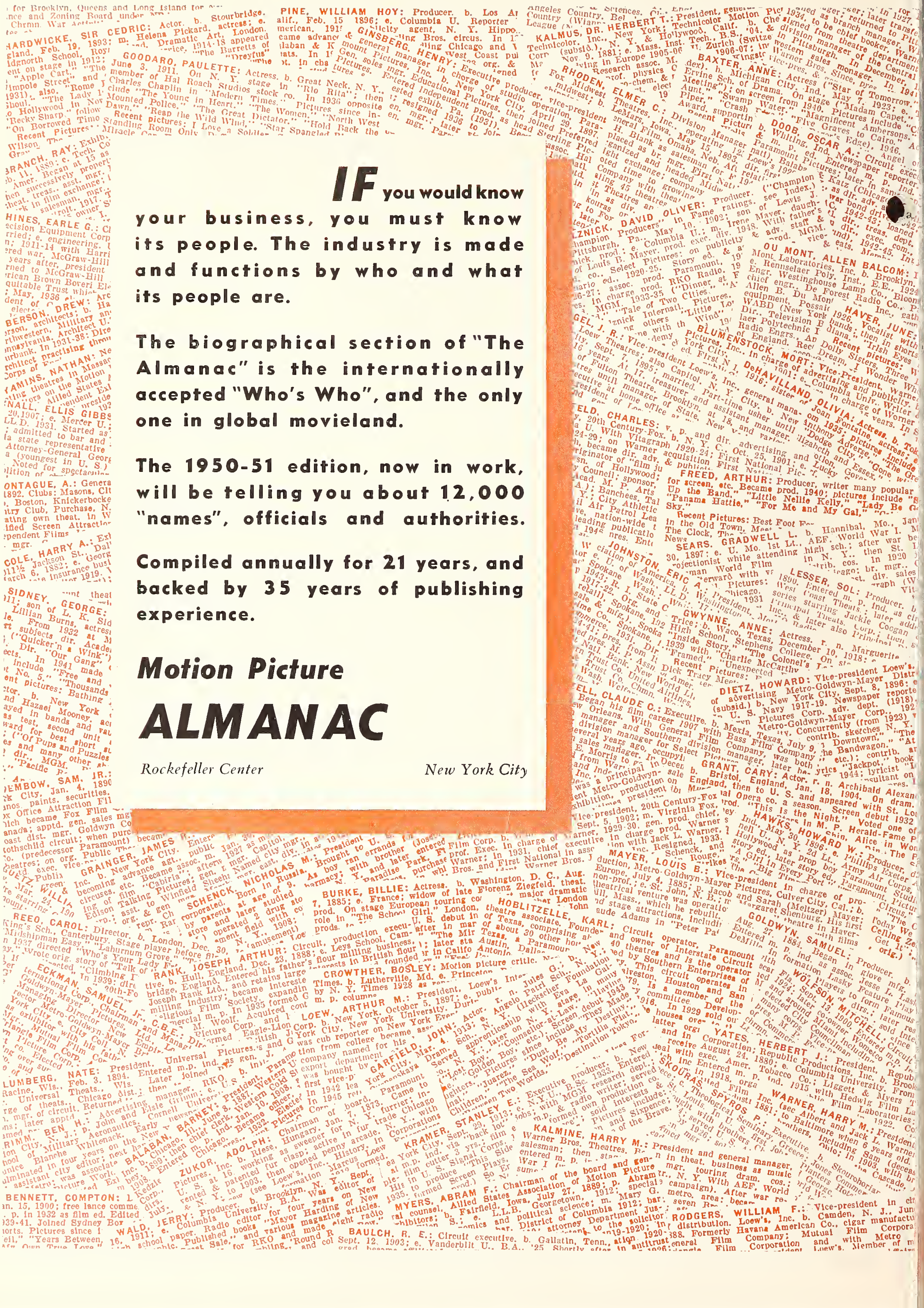
cated on hill-crests or curves or other spots where the view of the entrance is obstructed.

Screens: Should not be permitted to face the major highway. Where screens must face the highway, a fence or trees should be used to obscure the view. Generally, the screen should be faced to hit the least amount of traffic.

Entrances: Normally, not more than one entrance should exist for each access road, but where arrival volume is almost evenly divided by direction, individual entries for right and left turns, separated by several hundred feet, should be provided. On two-lane roads where left turns are permitted, the entrance should not exceed 40 feet in width.

On capacity, the report states one gate should be used up to 300-car theatres; two gates for 600; three gates for 800; and four ticket gates for up to 1,000-car capacity.

The report states that traffic control is best handled manually, rather than through the use of signals.



IF you would know your business, you must know its people. The industry is made and functions by who and what its people are.

The biographical section of "The Almanac" is the internationally accepted "Who's Who", and the only one in global movieland.

The 1950-51 edition, now in work, will be telling you about 12,000 "names", officials and authorities.

Compiled annually for 21 years, and backed by 35 years of publishing experience.

Motion Picture

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.. 67, N. 112 NEW YORK, U. S. A., MONDAY, JUNE 12, 1950 TEN CENTS

.&K. To Ask elief from Week Limit

tition May Ask Full vision of Run Limits

HICAGO, June 11.—Balaban and z will petition Monday before eral Judge Michael Igoe for a ification and clarification of cer- portions of the Jackson Park de-, seeking relief, chiefly, from the week Loop booking limitation im- d by the decree.

That the Federal District ourt here is acting within its ghts in granting exceptions hich permit particular pic- res to play more than the aximum two weeks in Loop eatres specified by the Jack- n Park decree in the Bigelow se was decided here on ursday by the U. S. Circuit ourt of Appeals. It is now be- ved that B. and K. will seek

(*Continued on page 8*)

wson and Trumbo Washington Jail

ASHINGTON, June 11.—Former en writers John Howard Lawson Dalton Trumbo were in District today, starting to serve their one- sentence for having been con- ed of contempt of Congress. In-

(*Continued on page 3*)

Brackett Reelected Academy President

Hollywood, June 11. — The oard of directors of the cademy of Motion Picture rts and Sciences has re-elected Charles Brackett resident and elected George urphy first vice-president; Dore Schary, second vice-president; Johnny Green, ecretary; Anne Baxter, assis- ant secretary; Fred Metzler, reasurer and G. Carleton Hunt, assistant treasurer.

New Gross Records Belie Pessimism, Myers Holds

Allied States general counsel Abram F. Myers contends that the theory that motion pictures have passed their peak is "utterly untenable."

In a special message contained in a convention bulletin of the Allied Theatre Owners of New Jersey, Myers states that the theory that motion pictures are "over the hill" has been "knocked into a cocked hat by the simple fact that current releases of outstanding pictures, in some instances, are actually setting new house records." Myers is scheduled to address the New Jersey convention,

(*Continued on page 8*)

Justman and Popkin Here for UA Meet On Stock Transfer

Possibility of a deal for control of United Artists moved nearer at the weekend with the arrival here of producer Harry Popkin and Joseph Justman, head of Motion Picture Center, Hollywood, both members of a West Coast group which has shown considerable interest in acquiring the majority UA stock which is being offered.

The two are slated to take up the matter in meetings here this week with Arthur W. Kelly, UA's executive vice-president, and Vitalis Chalif, board member, who, along with presi-

(*Continued on page 3*)

30 from Canada at MGM Toronto Meet

Approximately 30 members of M-G-M's Canadian branches will attend the two-day "Say It With Pictures" meeting which will get under way June 15 at the Royal York Hotel in Toronto. In addition, there will be seven New York home office executives on hand, including William F. Rodgers, Charles M. Reagan, H. M. Richey, M. L. Simons, Jay Eisenberg, Irving Helfont and William B. Zoellner.

Henry L. Nathanson, president of M-G-M Pictures of Canada, Ltd., will head the Canadian group which will be supplemented by Ted J. Gould, general sales manager; Dewey Bloom,

(*Continued on page 3*)

Appeals Court Hears Adelman Arguments

PHILADELPHIA, June 11.—Arguments for an appeal against a U. S. District Court ruling in the anti-trust suit brought by the Tivoli Realty Co. and I. B. Adelman against Interstate Circuit and major distributors were heard here by the U. S. Circuit Court

(*Continued on page 8*)

N.J. Allied Agenda Spots Showmanship

An extensive agenda encompassing showmanship meetings, discussions of theatre television prospects, evaluations of new product, talks on abritration and the legalities behind the industry anti-trust suit decree, and a wide variety of social activities, has been set up for the 31st annual convention of Allied Theatre Owners of New Jersey, to be held at the Traymore Hotel, Atlantic City, Thursday through Saturday.

Election of officers is also scheduled, and the consensus at this time is that Wilbur Snaper will be reelected president for a second term.

Friday will feature a number of

(*Continued on page 3*)

Trade Story Hurts Tax Fight: Myers

WASHINGTON, June 11.—Abram F. Myers, chairman of the tax committee of the Council of Motion Picture Organizations, today sharply attacked "dissidents" within the industry who are not giving whole-hearted support, to the campaign for complete repeal of the 20 per cent Federal admission tax.

Myers referred to a story in a trade paper to the effect that his stand for complete repeal of the tax is splitting the industry. Myers said this article made it appear that his "arbitrary tac-

(*Continued on page 8*)

260 Assembled For Paramount Sales Meeting

Convention Theme Is 'Blueprint for Future'

LOS ANGELES, June 11.—Bookers and members of the board; salesmen and division managers, will all be present tomorrow when A. W. Schwalberg, president of Paramount Film Distributing Corp., opens the company's national sales convention at the Ambassador Hotel here.

A. W. Schwalberg

For the past several days more than 260 home office executives and field representatives from the 32 U. S. and six Cana-

(*Continued on page 8*)

ELC Keeps 27 E-L Branches, One FC

In conjunction with the consolidation of Eagle-Lion and Film Classics into Eagle-Lion Classics, effective today, the operations of 28 ELC branches have been established. Twenty-seven of these will operate out of

(*Continued on page 3*)

NCA to Meet Today On Forced Selling

Minneapolis, June 11.—Twin Cities members of North Central Allied have been called into a special meeting tomorrow at the Nicollet Hotel, Minneapolis, to air complaints over alleged forced selling, it was disclosed by NCA executive counsel Stan Kane.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

TODAY THE PARAMOUNT STUDIO WELCOMES PARAMOUNT'S GREATEST CONVENTION!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

I. E. LOPERT, president of Lopert Films, has left here for Paris, Rome and London.

•

Norman Silverman, Republic branch manager at Philadelphia, was married there yesterday. Attending from New York were Edward L. Walton, assistant general sales manager, and Richard T. Yates, executive assistant to James R. Grainger, sales vice-president.

•

Sam Shain, 20th Century-Fox exhibitor relations head, left here yesterday for French Lick Springs, Ind., to attend a meeting of the Theatre Owners of Indiana.

•

Dr. C. E. Kenneth Mees, Eastman Kodak research vice-president, received an honorary doctor of science degree from Alfred University yesterday.

•

Elaine Louise Raphael, assistant to John Mitchell, director of United Artists Television, left here Saturday for a vacation tour of Europe.

•

Joseph L. Mankiewicz, 20th Century-Fox director, will sail from here on June 30 for a two-months vacation in Europe.

•

Robert Buckner, producer, and Mark Robson, director, will arrive here today from the Coast.

Sharpe Leaves Pathe To Join Sam Hacker

C. W. Sharpe, treasurer of Pathe Industries, has resigned, effective June 17. After a short vacation, he will be associated with Samuel Hacker and Co., film industry Certified Public Accountants in New York. Sharpe spent ten years with Columbia Pictures where he held the position of controller. Subsequently, he was assistant to the vice-president of finance of National Broadcasting. He has been treasurer of Pathe and affiliates for the past five years.

Five Governors Will Attend 'Irma' Bow

Governors from five states will attend the two-day world premiere of Paramount's "My Friend Irma Goes West" at Las Vegas, Nev., on June 25-26, according to Max Youngstein, Paramount advertising-publicity director. Hal Wallis, producer, and Cy Howard, associate producer and co-author, will also attend.

Stars to Atlanta 'Cactus' Premiere

Donald O'Connor, Peggie Castle, John Russell, Lois Andrews and pianist Tommy Chambers will leave Hollywood tomorrow for Atlanta to participate in the world premiere of Universal - International's "Curtain Call at Cactus Creek," in Technicolor, the home office reports.

Tradewise . . .

By SHERWIN KANE

THE already substantial evidence of unqualified confidence in the industry's immediate future was further augmented last week with the announcement by Ned E. Depinet that RKO Radio will release 28 top quality features during the last half of this year and the early part of 1951.

Depinet's announcement was preceded by word from Robert Mochrie, RKO Radio vice-president in charge of distribution, that eight of the "highest calibre" productions will be released during June, July and August.

The announcements represent a step-up in both the production and releasing schedules of RKO over recent seasons. No greater demonstration of confidence in a sound and profitable future for the industry can be displayed by a producer-distributor than his increased investment in product for delivery. It deserves to be matched by an equivalent show of confidence by the exhibitor.

The better product now being delivered to exhibitors fully merits every bit of extra selling effort they can devote to it. Without that extra effort, the evidences of producer-distributor confidence in increasing the flow of high quality product cannot be continued for long. Without it, product quality must suffer in the long run.

•

Every exhibitor must recognize the substantial opportunities afforded him by the RKO line-up of substantial shows in substantial number. Leading off with such summer releases as Walt Disney's "Treasure Island," in Technicolor; the multi-star cast "White Tower," also in Technicolor; Sam Goldwyn's "Our Very Own"; "Come Share My Love," with Irene Dunne and Fred MacMurray; "The Secret Fury," with Claudette Colbert and Robert Ryan; "Born to Be Bad," with Joan Fontaine and Ryan; "Woman on Pier 13," with Laraine Day, Ryan and John Agar, and "Where Danger Lives," with Robert Mitchum and Faith Domergue, the exhibitor has effective ammunition with which to help combat the out-of-doors season.

Following them are such impressive box-office candidates as "Joan of Arc," with Ingrid Bergman, the pre-release engagements of which, at advanced prices in approximately 3,000 theatres, did not even scratch the surface of the potential patronage for this Technicolor attraction; "Walk Softly, Stranger," with Joseph Cotten and Valli; Goldwyn's "Edge of Doom," with Dana Andrews, Farley Granger and Joan Evans; "Vendetta," a Howard Hughes production with Miss Domergue, George Dolenz and Hillary Brooke; another Hughes Production, "Mad Wednesday," with Harold Lloyd; "The Story of a Divorce," with Bette Davis and Barry Sullivan; "Sons of the Musketeers," in Technicolor; "Alias Mike Fury"; "Jet Pilot," in Technicolor; "His Kind of Woman," with Robert Mitchum, Jane Russell, Vincent Price and Tim Holt.

•

For early 1951, RKO Radio promises Gregory Peck in "Appointment in Samarra"; "Carriage Entrance," with Robert Mitchum, Ava Gardner and Melvyn Douglas; "It's Only Money," with Frank Sinatra, Jane Russell and Groucho Marx; "Montana Belle," with Miss Russell, George Brent and Scott Brady, in Trucolor; "Two Tickets to Broadway," Technicolor musical; "O, Mistress Mine," with Cary Grant; "Mad with Much Heart," with Ida Lupino, Robert Ryan and Ward Bond, and "The Gaunt Woman," with Dana Andrews.

In that line-up are every ingredient of entertainment; drama, comedy, romance, music, action, mystery, suspense.

Quite obviously, RKO has no fear of the future. If you are in the business of selling entertainment, your own future should be looking a little brighter by now.

• •

Eugene McDonald's effort to remove the Federal Communicaations Commission's apprehensions that his Zenith Radio Corp. might be promising the public more than its Phonevision ever will deliver gave considerable amusement to many in the industry last week.

His reply to the FCC's questions concerning advertising of Phonevision and certain Zenith licensing moves was, in effect, a denial that Zenith claims Phonevision ever will amount to anything. We haven't said so, he told the FCC, in effect, and we repudiated those irresponsible dealers who may have been so brash as to say it.

Newsreel Parade

ITALY celebrating her fourth versary as a republic and Pre Truman signing the ECA bill ar rent newsreel highlights. Other include the rescue of the At plane crash survivors and s Complete contents follow:

MOVIETONE NEWS, No. 46—Pre Truman signs ECA bill. Italy p armed might. James Roosevelt wins fornia nomination. West P[illegible] gradu Tractor ball levels forest. A[illegible]oat. batics. Lady weightlifters. [illegible]odeo. Show.

NEWS OF THE DAY, No. 281– Point graduation. Political spo Roosevelt vs. Warren. Acrobatics: 1 squirrel cage. Rescue 37 as plane p into sea. Sports: axe tournament. derby.

PARAMOUNT NEWS, No. 84 — marks fourth anniversary of Re Rescue of plane crash survivors in At Prison rodeo. Politics: eyes of the on California. Sports: roller derby.

TELENEWS DIGEST, No. 23-B—I 37 from plane crash. West Point gradu Voices of the week: President Tr Louis Johnson, Edward Barrett. A Harriman. Korea elections. India: ra cosmic rays.

UNIVERSAL NEWS, No. 359 — Point graduation. Air crash victims br to safety. Italian Republic celebrates anniversary. President Truman $3,000,000,000 aid bill. Roller derby. weightlifters. Summer skiing.

WARNER PATHE NEWS, No. Plane crash off Florida. Western Eur fleet joint maneuvers. West Point gr tion. People in the news: Gov. Warre Jimmy Roosevelt. Belgium election. Supreme Court poses. Summer s Roller derby. Acrobatics.

Berger's New One Film of a Few Wo

An avowed advocate of less logue, or none at all, and "more n ment" on the screen, producer wig Berger, here from Paris, re ed on Friday that he has comp both French and English versio a 95-minute production of which one-sixth has spoken words. B said he occupied a producer's ber Paramount in 1930-31 but since been active abroad only.

He said his new film, which "The Three Dreams" as a wor title, for the most part "speaks universal language of music." Ra compositions are given a heavy in the picture. Distribution arra ments have yet to be finalized said.

DeBra Off on Thi 'Better Movies' To

Arthur DeBra, director of the tion Picture Association of Amer community relations, has left her his third lecture tour in behalf o industry's "Movies Are Better Ever" campaign. DeBra will ad Better Films Councils in St. L and in five cities in the South Southwest.

He will open his speaking eng ment in Atlanta, June 12, and proceed to St. Louis, on June Dallas, June 15; New Orleans, 19; Memphis, June 21, and Louis June 23. At all points, he will sc Samuel Goldwyn's "Our Very C as being typical of the many standing family films in view 1950.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Satur Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigp New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secre James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. We Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, V ington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publicat Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; F Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and foreign; single copies, 10c.

th-Fox Displays oducts Used for ack Rose' Tieups

unching of what it describes as greatest promotional barrage for ition picture in the history of 20th ury-Fox" will take place today at Hotel Warwick, New York, when company puts on display more a score of products tied in with The [illegible] Rose."

ject the coordinated exhibit is fer buyers a central place where f the products relating to the picmay be secured for fall presenta- "The Black Rose" will have its nal day-and-date release in more 500 situations on Labor Day.

ming of the exhibit coincides with arrival of buyers from across the try to place fall orders. The exwill continue throughout the under the sponsorship of 20th ury-Fox, with manufacturers havrepresentatives on hand to present ils of their promotions.

ening of the exhibit will be made al this afternoon when 20th Cen- -Fox executives, exhibitors and bers of the trade press will be on l. Fashion models will display y of the women's clothes and acories, while Cecile Aubry, a star ne film, will be hostess.

entieth Century-Fox executives at the ching will be W. C. Michel, Murray rstone, Joseph H. Moskowitz, A. Licht- Andy W. Smith, Jr., Charles Einfeld, ld Henderson, Wilfred J. Eadie, Otto el, W. C. Gehring, Martin Moskowitz, Diamond, Edmund Reek, Peter Leva- Jack Haney, Clarence Hill, Lem s, Roger Ferri, Ulric Bell and Leslie lan. From the Roxy Theatre there be A. J. Balaban, Sam Rauch, Dave and Isabelle Austin.

cuit and exhibitor leaders will include ton Bond, Harry Brandt, Max Cohen, nan Elson, Si Fabian, Leonard Golden- Sam Goodman, Jack Hattam, Ed Hy- Julius Joelson, Lou Kaufman, Mau- Maurer, John Murphy, Eugene Picker, y Polan. Harold Rinzler, Samuel Rinz- Fred Schwartz, Sol Schwartz, George ras, Spyros Skouras, Jr., Joseph Vogel, others.

esidents of the various manufacturing panies will also be on hand.

ee-Week Teaser Campaign to Promote 'Gunfighter'

wentieth Century-Fox will spon- a three-week national newspaper er advertising campaign on "The fighter," which is to be released uly, the company announces. First s to benefit by the campaign will Des Moines, New Orleans, Pittsgh, Detroit, Cincinnati, Denver and sas City, with the teasers starting e weeks before playdate, and run- to the Sunday before opening. that point the exhibitor will take with his regular advertising camn.

wson and Trumbo

(Continued from page 1)

tions were that efforts for a re- ed or suspended sentence would

he two writers, cited in 1947 for sing to tell the House Un-Ameri- Activities Committee whether they ever been Communists, appeared tart sentence Friday. Lawson aped before Judge James M. Cur- while Trumbo went before Judge id A. Pine. Both judges were d to suspend or reduce the one- jail and $1,000 fine sentence. ge Pine denied the motion immediy as regards Trumbo, while Judge ran took it under advisement, but mitted Lawson in the meantime.

Reviews

"Broken Arrow"

(20th Century-Fox)

SOMETHING outstanding in outdoor action dramas is offered in 20th Century-Fox's "Broken Arrow." Dealing with conflicts between Indians and whites in the latter stretches of the last century, the picture handles the theme with intelligence and maturity. James Stewart heads the cast of he Technicolor film which has been given a large scale production treatment and shows the mark of technical proficiency throughout. Others in the cast are Debra Paget, an Apache maiden, and Jeff Chandler, an Apache warrior chief.

Box-officewise, the production will attract the usual, easy-going devotees of the sprawling Western plus those patrons who are more selective in their film fare.

The screenplay, fashioned by Michael Blankfort from Elliott Arnold's novel, "Blood Brother," is strikingly simple and uncluttered by contrived complications. As the film opens the warfare between white man and Indian is savage and costly, with peace possibilities inconceivable. Frontiersman Stewart, believing the territory large enough for both sides to live and work in amicably, decides on the bold and dangerous maneuver of riding into the very headquarters of the warrior chief with a peace proposal.

After surmounting many obstacles and suspicions from both redmen and white men, Stewart sees the chief and paves the ground for peace. In the meantime he meets Miss Paget, falls in love with her and eventually marries her.

Once the coveted peace pact is signed, it is constantly in danger of being abrogated by an "incident" deliberately provoked by dissident, hate-ridden white men and redmen. In showing good and evil on both sides, the picture is eminently fair. Peace is finally established, but along the way, Miss Paget is killed in an ambush. Delmer Daves directed and Julian Blaustein produced.

Running time, 93 minutes. General audience classification. Release date, not set.

Mandel Herbstman

"Armored Car Robbery"

(RKO Radio)

EXPERT direction by Richard Fleischer and the skillful photography of Guy Roe make this Herman Schlom production more outstanding than its low-budget category might indicate. There are no marquee names but the screenplay by Earl Felton and Gerald Drayson Adams holds audience attention in a cops-and-robbers tale centering around the Los Angeles police department's successful efforts to track down a criminal.

Charles McGraw is a police department lieutenant, playing hunches and his brains, and using the department's codified, scientifically organized network of laboratory, switchboard, radio patrol, wire tapping and recording facilities. His young aide, lacking experience but possessing loyalty and courage, is Don McGuire. Leader of the thieves, ruthless, immoral, clever, is William Talman. Having engineered an armored car robbery with precision, he shoots to death one wounded accomplice, loses another to police bullets, betrays another, and himself is on his way to freedom and wealth by chartered plane when McGraw's patient deductions begin to bear fruit, and police close in on the plane. Talman meets death under another plane. Others in the cast of this grim and sordid tale are Adele Jergens, Douglas Fowley, Steve Brodie, Don Haggerty, James Flavin and Gene Evans.

Running time, 68 minutes. General audience classification. June release.

MGM Toronto Meet

(Continued from page 1)

field promotion representative; W. C. Alexander, comptroller; Frank Young, assistant treasurer; James S. Eastwood, branch auditor, and Herb Kressler, supervisor of accessories.

Representing the Toronto branch will be Garfield Cass, manager; Alec Cousins, Bob McBain, William Chadwick and Reginald Wilson. From Montreal will be Hillis Cass, manager; Hyman Miller, Roger Chartrand and Max Vosberg. From Winnipeg, A. G. Levy, manager; Marcus Trester, Casper Sampson and Hyman Brickman. From St. John, A. E. Smith, manager, and Eric Goulding. From Vancouver, Charles Ramage, manager; Harold Jackson and David Gilfillan. From Calgary, Bill Guss, manager; Albert Genaske, Joe Brager, Louis Litchinsky.

Justman, Popkin

(Continued from page 1)

dent Gradwell Sears, were authorized by the full board to negotiate a deal. At the weekend Sears was continuing his convalescence at New York Hospital from a mild heart attack.

N. J. Allied Agenda

(Continued from page 1)

guest speakers, including Harold Lasser of the Department of Justice; Abram F. Myers, national Allied's general counsel; Richard Hodgson, director of technical operations for Paramount; Jonas Rosenfield, Jr., 20th-Fox; Mel Gold, National Screen; Mike Simons, M-G-M; Leon Bamberger, RKO Radio, and Arthur Greenblatt of Lippert Productions. Hodgson's address will be on "Theatre Television Today." Trueman Rembusch, national Allied president, also will address the convention.

Friday evening the annual New Jersey Allied banquet will be held.

ELC Branches

(Continued from page 1)

quarters previously used by E-L, while one exchange, Philadelphia, will retain quarters formerly utilized by FC.

The corporate meeting which was scheduled to be held before the effective date of the merger for the purpose of naming a board of directors for the new company, was not convened, but will be held shortly.

NEWS in Brief . . .

THEATRE Owners of America executive director Gael Sullivan left here yesterday by plane for Miami where he will address the annual convention today and tomorrow of the Motion Picture Exhibitors of Florida, at the Hotel Delano.

●

Washington, June 11.—A new Philippine government order will limit film companies to remitting no more than 75 per cent of their earnings annually, the U. S. Commerce Department reported. The other 25 per cent will remain frozen, with the uses to be specified later.

●

Boston, June 11.—Ken Prickett, Northeastern press representative for M-G-M, has been appointed a division manager for Midwest Drive-in Theatres, effective July 1, president Philip Smith announced today. Prickett will also handle company publicity.

●

Chicago, June 11.—Filmack's Chicago production plant was the scene of a robbery resulting in the loss of a newly-perfected motion picture camera and special effects equipment, representing a $10,000 replacement cost, according to Irving Mack, Filmack president.

$3,700 Promotion Cost U-I Only $27

Pursuing the tenets of the industry's current "Showmanship" program in promoting "Winchester .73," Universal-International promoted a full page of pictures in the New York *Evening Journal* on the production's opening day at the Times Square Paramount Theatre last week—at a total cost of $27. A page advertisement in the *Journal* costs $3,700.

In a tieup with the *Journal*, which furnished a news photographer, U-I placed a model in Western attire at Sixth Avenue and 51st Street here, offering to sell passersby a silver dollar for 73 cents. Most persons were skeptical and suspicious. It took the girl four hours before 100 customers were convinced it was a good buy. Meanwhile, the *Journal's* cameraman shot pictures of the sale from a hidden spot and that evening the paper displayed a full page of candid photos, tying in the picture, its stars, the theatre and even the distributor.

The company got back 73 cents for each dollar it sold, "losing" only $27. The model cost nothing; she was borrowed from a Paramount Theatre covered wagon stunt used elsewhere.

The stunt was conceived by Charles Simonelli, U-I exploitation director, and was executed by Robert Wile, company exploiteer.

Amends Suit vs. Kramer

Sigmund Schlager has amended his $50,000 breach-of-contract suit in New York Supreme Court against Stanley Kramer and United Artists to include an application for an injunction to prevent shipment of prints of "The Men" to Italy for distribution by Robert Haggiag. Schlager claims he holds an Italian distribution contract with Kramer and UA for the picture, and charges that the defendants have failed to carry it out.

ELEANOR ROOSEVELT

says: " 'Our Very Own' is about something very important—and delightfully entertaining, too."

WALTER WINCHELL

says: "A Samuel Goldywn picture is always big time, but his latest delight, 'Our Very Own' is very big time."

LOUELLA PARSONS

says: ". . . Samuel Goldwyn's 'Our Very Own' . . . See it with someone you love very much."

HEDDA HOPPER

says: " 'Our Very Own' is the kind of picture America has been screaming for."

EVERYBODY LOVES "OUR VERY OWN"!

SEE THE TRADE-SHOW—AND YOU'LL KNOW WHY

Young Love, the stuff of which dreams, drama and song hits are made—the wonderful thing that makes the world go 'round — is shown in highly exciting fashion in Producer Samuel Goldwyn's latest offering, opening at New York's Victoria Theatre on July 27th.

From every source of expert opinion—from every walk of life—from every divergence of opinion-maker—comes a genuine wave of acclaim that Samuel Goldwyn—with his unfailing instinct for putting the *essence of universal appeal* in his films — has done it again.

And this motion picture is being backed-up with one of the fullest national magazine coverages possible. Ads are now appearing—not in just one issue, but in two and three issues—of Saturday Evening Post, Collier's, Cosmopolitan, Good Housekeeping, McCall's, Woman's Home Companion, Today's Woman, True Story, Glamour, Charm, Senior Prom, Seventeen and Fan Magazines.

And, in mid-July, great double-trucks will run in LIFE and LOOK Magazines, geared for the families in your own area. For this national campaign is part of every exihibitor's *local campaign*, building "penetration" and "want-to-see", well in advance.

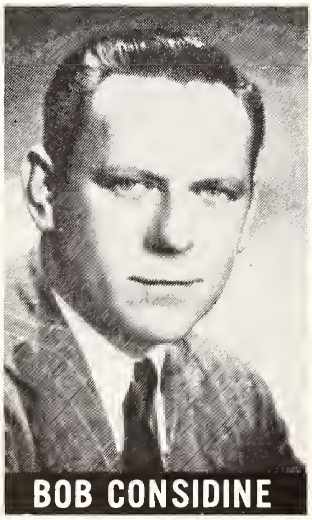
Yes, EVERYBODY LOVES "OUR VERY OWN"! Mr. Exhibitor — so will you! But, even more important, SO WILL YOUR AUDIENCES OF ALL AGES!

JOE DI MAGGIO

says: "The film, 'Our Very Own,' is plenty exciting and romantic. A real hit in any league."

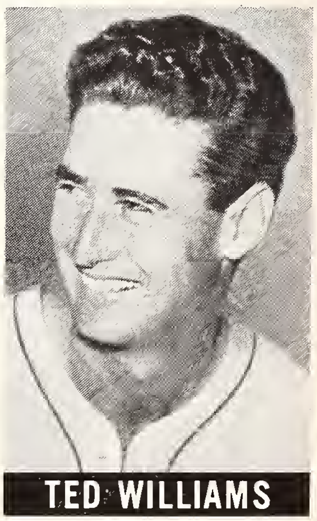
QUENTIN REYNOLDS

says: "A picture like this makes going to the movies very much worthwhile."



BOB CONSIDINE

says: "One of the most warming, most touching and inherently American films I've ever seen."



TED WILLIAMS

says: "The new Goldwyn picture, 'Our Very Own,' is just the kind of picture I go for in a big way."

LEONARD

says: "There is the Samuel Goldwyn t Very Own.' "

ADE SHOWINGS

	Grand Theatre	Tues.	6/20	8:30 P.M.
	Rialto Theatre	Mon.	6/26	8:30 P.M.
	Astor Theatre	Tues.	6/20	8:30 P.M.
	Shea's Elmwood Thea.	Tues.	6/20	8:45 P.M.
TE	Imperial Theatre	Tues.	6/20	10:00 P.M.
	RKO Palace Thea.	Tues.	6/20	8:30 P.M.
ATI	NKO Palace Thea.	Tues.	6/20	10:30 P.M.
ND	Palace Theatre	Tues.	6/27	9:00 P.M.
	Palace Theatre	Wed.	6/28	6:00 P.M.
	Ogden Theatre	Tues.	6/20	2:00 P.M.
NES	Orpheum Theatre	Tues.	6/20	8:30 P.M.
	RKO Uptown Thea.	Tues.	6/20	8:30 P.M.
POLIS	Zaring Theatre	Tues.	6/20	8:55 P.M.
CITY	RKO Missouri Thea.	Tues.	6/20	9:00 P.M.
ELES	Ambassadar Thea.	Tues.	6/20	1:30 P.M.
S	Fox Screen. Raam	Tues.	6/20	2:00 P.M.
KEE	Century Theatre	Tues.	6/20	8:30 P.M.
POLIS	Orpheum Theatre	Tues.	6/20	8:30 P.M.
VEN	Roger Sherman Thea.	Mon.	6/26	8:30 P.M.
LEANS	Orpheum Theatre	Man.	6/26	8:00 P.M.
RK	Victaria Theatre	Tues.	6/20	10:00 A.M.
MA CITY	Center Theatre	Tues.	6/27	8:30 P.M.
	RKO Brandeis Thea.	Tues.	6/20	8:45 P.M.
LPHIA	Erlen Theatre	Tues.	6/20	8:30 P.M.
RGH	Fulton Theatre	Tues.	6/20	8:45 P.M.
IO	Laurelhurst Theatre	Tues.	6/20	8:30 P.M.
S	St. Louis Thea.	Tues.	6/20	8:30 P.M.
KE CITY	Center Theatre	Thurs.	6/22	9:00 P.M.
NCISCO	RKO Galden Gate Thea.	Tues.	6/20	8:30 P.M.
	Music Hall Thea.	Tues.	6/20	8:30 P.M.
ALLS	Hollywood Thea.	Tues.	6/27	9:00 P.M.
GTON	Keith Theatre	Tues.	6/27	8:00 P.M.

SAMUEL GOLDWYN

presents

OUR
VERY
OWN

starring

N BLYTH · FARLEY GRANGER
JOAN EVANS

JANE WYATT · ANN DVORAK · DONALD COOK
TALIE WOOD · GUS SCHILLING · PHYLLIS KIRK
JESSIE GRAYSON

ected by David Miller • Written by F. Hugh Herbert
Director of Photography Lee Garmes, A.S.C.
Distributed by RKO Radio Pictures

YOUNG LOVE is the greatest love in the world! Two hearts melt into one, as screen sweethearts, Ann Blyth and Farley Granger, share an everlasting moment of happiness, though heartbreak looms on horizon

GETTING TOP PLAYI

MAYFAIR • NEW YORK
ROOSEVELT • CHICAGO
PARAMOUNT • LOS ANGELES
PARAMOUNT • HOLLYWOOD
SAENGER • NEW ORLEANS
FOX • SAN FRANCISCO
PARAMOUNT and FENWAY • BOSTON
STANTON • PHILADELPHIA

COLORFUL EPIC
OF AMERICAN
RAILROAD PIONEERS...

ROC
ISLAND T

2 GREAT SHOWMEN TELL THE

"A swell show"

A. H. BLANK,
Pres. Tri-States Theatres

"Show busi

TIME EVERYWHERE!

RY...

reme"

RALPH BRANTON,

Mgr. Tri-States Theatres

Herbert J. Yates presents

"ROCK ISLAND TRAIL"

In Trucolor

starring FORREST **TUCKER** · ADELE **MARA** · ADRIAN **BOOTH** · BRUCE **CABOT**

with

CHILL WILLS · BARBRA FULLER · GRANT WITHERS and JEFF COREY

Screen Play by James Edward Grant · Based on Novel "A Yankee Dared" by Frank J. Nevins

Directed by JOSEPH KANE

Associate Producer—PAUL MALVERN

A REPUBLIC PICTURE

Republic Pictures Corporation · Herbert J. Yates, President

Myers Holds

(*Continued from page* 1)

which will be held Thursday through Saturday in Atlantic City.

Myers says that "pictures on the average are vastly better than they were in the roaring 20's, when it was smart to go to the movies."

Allied's counsel then launches into a sharp indictment of "ivory tower" newspaper critics. He charges that they apply the word "mediocre" indiscriminately "and without regard to the entertainment value of pictures."

Myers declares that he personally hopes that when the Council of Motion Picture Organizations gets under way "it will launch a research project to determine the causes for the declining popularity of the movies and to propose remedies therefor. If that comes to pass," he states, "I feel sure that trained investigators will find that the critics have strayed far from their essential duty to inform their readers whether the pictures reviewed possess those qualities which make for entertainment and whether their readers will enjoy seeing them. People consult the amusement page of the daily paper not for a lecture on art or sociology, but for guidance in their quest for pleasure, and the sooner some reviewers get back on the job, the sooner the present trend away from the movies will be reversed."

Get Squawks Ready, Allied States Told

WASHINGTON, June 11.—Allied States today counseled independent exhibitors having "just grievances" against competing theatres affiliated with Loew's, 20th Century-Fox or Warners' to send their complaints to the Justice Department "for consideration when the question of divestiture comes up."

A bulletin from general counsel Abram F. Myers also reminds theatre owners that when the mandate of the U. S. Supreme Court is sent down to the District court, the Feb. 8 decree will become final and can be used as *prima facie* evidence by a plaintiff in a private treble-damage action.

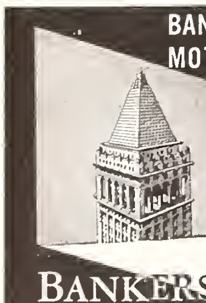
Trade Story

(*Continued from page* 1)

tics" were responsible, and that he thought that this story, "unless corrected, may do serious harm to the tax campaign" in its critical stage.

Myers said that the splendid support given COMPO's tax committee by the trade papers has been "one of the most satisfactory features of the campaign," and that this "magnificent record was not marred" until publication of the objectionable story.

BANKING FOR THE MOTION PICTURE INDUSTRY



BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Para. National Sales Meet

(*Continued from page* 1)

dian exchanges have been checking in at convention headquarters.

Tomorrow, Tuesday and Wednesday they will hear Schwalberg, Barney Balaban, president of Paramount Pictures, and other company executives discuss "Paramount's Blueprint for the Future" at the company's first national sales convention in nearly a decade.

In addition to Balaban and Schwalberg, the home office delegation includes: Adolph Zukor, chairman of the board; Paul A. Raibourn, vice-president in charge of budget and planning; E. K. (Ted) O'Shea, vice-president of the distributing corporation; George Weltner, president of Paramount International Films; Oscar A. Morgan, general sales manager for short subjects and Paramount News; Monroe Goodman, executive secretary to Schwalberg; Hugh Owen, Eastern-Southern division manager; Phil Isaacs, Owen's assistant; Fred Leroy, head of the statistical department; Joseph A. Walsh, head of branch operations; Arthur Dunne, head of the contract department; Martin Friedman, head of the playdate department; Louis Phillips, assistant general counsel; Lawrence Flynn, head of the traffic department, and A. M. Kane, assistant Eastern-Southern division manager.

The home office delegation also includes Russell Holman, Eastern production manager; director of advertising, publicity and exploitation Max E. Youngstein; Jerry Pickman, assistant director; Sid Blumenstock, advertising manager; Mort Nathanson, publicity manager; Sid Mesibov, exploitation manager; Robert Montgomery; Carl Clausen, department controller, and John Tassos, field exploiteer.

Delegates from the field are:

Eastern and Southern Division

Albany—E. Maloney, branch manager; G. Bugie, J. Moore, R. Keating.

Atlanta—J. C. Goodson, branch manager; W. R. Word, Jr., sales manager, F. Folger, J. K. McCartney, Thos. T. Miller, P. Morgan, R. Stevens, B. W. McChesney.

Boston—J. A. Moore, branch manager; J. Brown, sales manager; E. Bradley, J. Gubbins, H. O. Lewis, W. Mackintosh, G. Urban.

Buffalo—E. C. Fitzgerald, branch manager; E. Fitter, J. McMahon, F. Saviola.

Charlotte—A. H. Duren, branch manager; E. G. Chumley, E. C. DeBerry, G. Reif, L. Terrell, D. Friedman.

Cincinnati—J. J. Grady, branch manager; J. I. Doyle, V. A. Kramer, V. F. Miller, W. A. Meier, F. H. Myers, A. M. Berwald, P. Newbury.

Cleveland—H. S. Buxbaum, branch manager, L. Averbach, J. B. Gardner, T. L. Irwin, A. D. Wayne, G. Bresler, H. Roth.

Detroit—M. Simon, branch manager, J. Himmelein, sales manager; D. Edmunds, R. Lamb, J. E. Thompson, J. H. Young, H. H. Rhodes, J. Gentile.

Jacksonville—W. Holliday, branch manager, F. W. Mathis, J. L. Riggs.

New Haven—H. Germaine, branch manager; J. J. Kane, R. Carroll.

New Orleans—W. G. Bradley, branch manager; E. E. Shinn, H. S. Wyckoff, F. Hotard.

New York—H. Randel, district manager; M. Sattler, branch manager; E. Bell, L. Wechsler, J. Perley, N. Stern.

Philadelphia—U. F. Smith, branch manager; H. Gillis, sales manager; H. Dressler, F. Flammer, H. Rubin, F. L. Rodgers, R. Garman.

Pittsburgh—D. Kimelman, branch manager; R. Caskey, H. Henderson, C. Mergen, H. Passarell, L. Wayne.

Washington—A. C. Benson, branch manager; H. Thompson, sales manager; J. Bryan, G. Kelly, H. Valentine, P. Kaufman, R. Cunningham, P. Howe.

Central Division

James J. Donohue, division manager; Irving Werthamer, assistant to Donohue.

Chicago—J. H. Stevens, branch manager; R. Allen, assistant branch manager; L. Aurelio, E. L. Goldberg, A. O'Toole, H. M. DeTamble, S. B. Stoll, W. F. Dorsey, W. Hamm.

Des Moines—D. R. Hicks, branch manager; K. Bishard, J. H. Foley, P. Robbins, C. A. Elder.

Indianapolis—G. R. Frank, branch manager; G. DeVine, H. Hancock, D. Newman, J. Smith.

Milwaukee—J. T. McBride, branch manager; J. Devlin, H. Schlar, H. Wise, T. Hammer.

Minneapolis—B. Blotcky, branch manager; W. G. Mussman, sales manager; H. Chapman, L. Kyle, E. B. Lund, F. Myers, J. Prill, B. O. Ronning, H. Schneider, W. Soper.

Omaha—M. Anderson, branch manager; J. H. Andrews, J. P. Flaherty, W. B. Haarmann.

South Central Division

M. R. (Duke) Clark, division manager; T. Lloyd Henrich, assistant to Clark.

Dallas—H. Simmons, branch manager; T. Bridge, special representative; H. Nicholson, sales manager; P. Chapman, T. W. Luce, Jr., S. Miller, W. C. Rau, Jr., F. Rule, J. Daumeyer, R. B. Parker, Jr.

Kansas City—H. Hamburg, branch manager; A. Cole, special representative; E. Jacobs, E. Ogan, F. V. Thomas, F. Westbrook, Jr., A. H. Chaffee, J. H. States.

Memphis—L. W. McClintock, branch manager; T. Donahue, R. Kilgore, J. S. Young, T. Carr.

Oklahoma City—C. H. Weaver, branch manager; S. Brunk, T. McKean, P. E. Rice, S. B. Rucker, H. Buchanan.

St. Louis—H. Haas, branch manager; J. B. Martin, F. S. Miller, W. W. Sharpe, W. W. Stephenson, J. B. Koenig, H. T. Bahner.

Western Division

George A. Smith, division manager; Lester Coleman, assistant to Smith.

Denver—W. Pennington, branch manager; P. E. Allmeyer, M. C. Burles, J. Vos, Mrs. T. Chalk, A. H. Anderson.

Los Angeles—A. R. Taylor, branch manager; R. W. Carmichael, sales manager; M. Facter, C. H. Newman, E. A. Stein, E. Beuerman, H. Brunt.

Portland—W. Thiriot, branch manager; G. Brogger, F. J. Doty, D. Dunkle.

Salt Lake City—F. H. Smith, branch manager; E. L. Jones, C. E. Lind, C. F. Rose, J. H. Swonson, B. L. Turgeon, Warren Foster.

San Francisco—H. N. East, branch manager; R. Clark, sales manager; J. French, J. Stevenson, K. Trimble, M. Anderson, E. Canty.

Seattle—H. Haustein, branch manager; J. E. Kent, L. Pulis, R. Hayden.

Canada

Gordon Lightstone, general manager for Canadian distribution.

St. John—P. J. Hogan, branch manager; R. Thorne, head booker.

Montreal—T. F. Dowbiggin, branch manager; R. Goudreau, salesman; W. Young, head booker.

Toronto—W. J. O'Neill, treasurer; W. Barron, advertising; R. Simpson, branch manager; C. Murphy, salesman; A. Iscove, salesman; W. Walkey, head booker.

Winnipeg—S. Gunn, branch manager; R. Lightstone, salesman; E. J. Huber, head booker.

Calgary—W. O. Kelly, branch manager; D. Brager, salesman; W. L. Gibson, head booker.

Vancouver—R. Murphy, branch manager; M. Stevenson, head booker.

FIELD EXPLOITEERS

L. Allen, W. Hoffman, R. Blair, H. Marshall, W. F. Brooker, E. Olsen, J. Castle, R. Quinn, E. G. Fitzgibbon, J. Tassos, M. Hall, A. Van Leer, G. Y. Henger, E. J. Wall.

Appeals Court Hears

(*Continued from page* 1)

of Appeals and a decision is expected before the court recesses for the summer.

Interstate and the distributors had moved for transfer of the case from Delaware, where it was filed, to Texas, but Federal Judge Rodney at Wilmington ruled that five of the defendant distributors could not be sued in Texas and therefore refused the motion.

At the hearings here, with all six judges of the court on the bench, Robert Sher, representing Interstate, and Roy McDonald, for the distributors, argued that the distributors had agreed to be sued in Texas by asking for the transfer.

B. & K. Reli

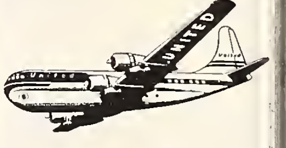
(*Continued from page* 1)

blanket relief from the tv week booking limitation to p mit extensions beyond tl period, thus avoiding the nec sity of appearing before court each time an extension desired.

B. and K. will further seek to fy that portion of the decree perta to the restriction of d[illegible], feat in the Loop. B. and K., [illegible]weve casionally plays twin bills in the rick, Roosevelt and United A In these instances, the policy is ally that of two secondary fea B. and K., it is suspected, will a similar arrangement with the trict Court that RKO establ whereby the Palace and Grand make available 15 features in 13 to outlying houses. The Grand long-run house, while the Palace double features.

This marks the first time th and K. have sought any relief the decree since it went into in Nov., 1948.

FLY UNITED'S *Mainliner Stratocruise* to HAWAII!



It's the finest of *all* Strat cruisers—*the most luxurio plane over the Pacific.*

Yet you pay the *regul* fare for this de luxe servic

JUST 24⅓ HRS.

from New York. Leave 9:45 p. m. (Sun., Tues Thurs., Sat.), be in Hawa for dinner. Or, leave at 1 noon (Tues., Thurs., Fri Sat.), be there for breakfas Via connecting DC-6 Mai liner 300 from New Yor Standard times shown.

UNITED AIR LINE

Airlines Terminal Bldg., 80 42nd St., or Hotel Statler. Ca MUrray Hill 2-7300 or an autho ized travel agent.

FI' = COPY
-DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

. NO. 113 NEW YORK, U. S. A., TUESDAY, JUNE 13, 1950 TEN CENTS

5,897,000 Varner Net 'or 6 Months

73,000 Increase Over ıme Period in 1949

Varner Brothers Pictures and subary companies report for the six nths ending Feb. 25, 1950 a net fit of $5,897,000 after provision of 300,000 for Federal income taxes after a provision of $500,000 for tingent liabilities. The net profit the six months ending February 1949 amounted to $5,624,000 after vision of $3,700,000 for Federal es.

he net is equivalent to 80 cents share on the 7,295,000 shares of ımon stock outstanding. The net the corresponding period last year

(Continued on page 16)

ohnston Sees U.K. act Terms Action ikely Next Week

HOLLYWOOD, June 12.—The Ameri- industry's decision on whether to ept, seek to modify or reject the tish terms for a new Anglo-US remittance agreement for the next years may be made next week owing receipt of F. W. Allport's ort on the amount of American

(Continued on page 22)

MPAA May Act This Week on Ad Code

Hollywood, June 12.—The Motion Picture Association of America's board of directors may take action at its meeting in New York on Friday on the proposed amendments to the industry's advertising code of ethics which would be designed to prevent members from exploiting notoriety of industry personalities in film advertisements, Eric Johnston, MPAA president, said here today.

Balaban Cites Sharp Grosses Drop at Para. Coast Meet

HOLLYWOOD, June 12. — President Barney Balaban opened Paramount's first major sales and distribution convention in 11 years with a ruggedly realistic address to about 300 distribution and 50 production people at the Ambassador Hotel here this morning.

"Although the current mood of our industry is to frown on any suggestion that all will not be bright and rosy," he declared, "my obligation to you impels me to speak out realistically. I would rather risk the unjust charge of pessimism today than endure the guilt of negligence a year from now."

After outlining the history of the industry for the past three years, Balaban cited figures on grosses showing "50 top-grossing pictures released in 1946 produced a domestic gross ranging from $2,400,000 to $9,000,000" whereas "in 1950, on the basis of present available information, 50 top-grossing pictures this year will turn in domestic grosses ranging from $1,500,000 to about $5,000,000." Balaban said strict economy from the script

(Continued on page 11)

In This Issue

News and features on Paramount's "Blueprint for the Future" national sales convention, under way in Los Angeles, and new season product announcement, Pages 3 to 14.

Talks Start On UA Deal

Full-scale negotiations for the acquisition of control of United Artists will get under way today following a preliminary session at the home office yesterday which was cut short by the late arrival from the Coast of Harry Popkin, key figure among the potential purchasing group. Latter was accompanied at yesterday's brief meeting by Joseph Justman, head of the Motion Picture Center, who had arrived from Hollywood over the weekend, and Edward Peskay, Pop-

(Continued on page 16)

Lippert Optimistic, Adds Two Branches

CHICAGO, June 12.—"An optimistic future for the industry" keynoted the two-day semi-annual sales meeting at which Arthur Greenblatt, Lippert Productions general sales manager, presided at the Blackstone Hotel here, which ended last night. Greenblatt stated that the company has the most ambitions plans in its history, and ac-

(Continued on page 16)

Goldwyn Plans to Film Two in London

LONDON, June 12.—Samuel Goldwyn plans to make two pictures in England if two stories now in preparation match his requirements, the producer told newsmen on his arrival here today from the Continent.

He will make pictures abroad, he

(Continued on page 17)

Phonevision Uses TOA Ammunition

CHICAGO, June 12.—The recently distributed Theatre Owners of America booklet on large-screen theatre television has been seized upon by Eugene F. McDonald, Jr., president of Zenith Radio Corp., as ammunition in his fight to obtain motion pictures for Phonevision.

The TOA treatise, says MacDonald

(Continued on page 16)

Don't Blame TV for Slump, Sullivan Says

MIAMI, June 12.—The decline in motion picture theatre attendance generally is due not to the saturation of television sets but to reduced family amusement budgets, with the heavy burden of taxation the direct cause, Theatre Owners of America executive

(Continued on page 17)

Relaxation of Paramount Decree Likely

Aim to Ease Divestiture Deadline of Six Months

Relaxation of that portion of its consent decree dealing with divestiture of theatres, but not affecting the schedule of partnership splits, will be asked by United Paramount Theatres in forthcoming negotiations with the Department of Justice. That the latter will be amenable to the idea is considered a likelihood.

The decree directs that when United Paramount buys out its partner in any jointly-owned operation the company is given six months after closing of the

(Continued on page 20)

United Para. Buys Out A.H. Blank; CS to Myron Blank

DES MOINES, June 12.—United Paramount has closed for the acquisition of the A. H. Blank and G. Ralph Branton interests in Tri-States Theatres in a deal which gives United 100 per cent ownership and provides for the continuance of Blank as president under a long-term contract, it has been announced here.

Also disclosed was the acquisition by Myron Blank, son of A. H. Blank, of full ownership of Central States Corp. Myron and the elder Blank

(Continued on page 11)

60 Warner Theatres Going Under Decree

Consent decree discussions with the Department of Justice indicate Warners may be required to divest itself of approximately 60 theatres when an agreement is reached, stockholders were informed in the corporation's annual report.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Today the Paramount Convention Examines PARAMOUNT'S BLUEPRINT FOR THE FUTURE!

OUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Rayburn Still Hopes For a New Tax Law

Washington, June 12. — House Speaker Rayburn said today that there is still a "possibility" that there would be a new tax law this year.

Emerging from a meeting with President Truman at the White House, the Speaker said he personally favored trimming back some of the excise cuts already voted by the Committee and approving a two per cent boost in the maximum corporate income tax rate to raise additional revenue to offset the excise cuts.

412 Solons Favor Tax Cut, COMPO Box-Score Shows

Latest box-score of Congressional support of the industry's admission tax fight shows that 346 out of 431 Representatives and 66 out of 96 Senators are committed to repeal or reduction of the 20 per cent levy.

Senators favoring repeal number 31, and House members in that corner total 197. The breakdown shows that 149 Congressmen and 35 Senators are on record in favor of reduction in the tax. Fifty-seven Congressmen and 25 Senators have been non-committal on the subject, while 28 Congressmen and five Senators have failed to report at all.

Richey Releases Figures

These figures were released here yesterday by Henderson M. Richey, aide to the committee on taxation of the Council of Motion Picture Organizations. They were accompanied by a vigorous appeal by committee chairman Abram F. Myers for intensified activity by all segments of the industry in behalf of outright repeal.

Said Myers: "Our fight has not been won, but neither has it been lost. We have made Congress acutely aware of the importance of our industry and the esteem in which it is held by our people; the movies are established as a force to be reckoned with; we have demonstrated the power of the screen for moulding public opinion."

Report by McCarthy

John G. McCarthy, head of the international division of the Motion Picture Association of America, will report on his recent tour of Europe at a meeting here today with foreign department heads of the film companies.

Monogram Premiere

Los Angeles, June 12.—The world premiere of Monogram's "A Modern Marriage" will be held in Los Angeles at the four Music Hall theatres here on June 30. It was produced by David Diamond.

Personal Mention

CHARLES EINFELD, 20th Century-Fox advertising vice-president, attended the graduation of his daughter from the Emma Willard School, Troy, N. Y., at the weekend.

•

CLIFTON REYNOLDS, Fox West Coast statistician at San Francisco, and MRS. MARCELLA SPIER, widow of the late RICHARD SPIER, formerly FWC Northern California district manager, will be married there this month.

•

DORE SCHARY, M-G-M production vice-president, has been named chairman of the advisory board for the Los Angeles annual Boy Scout Circus, slated for April, 1951.

•

RICHARD NASSAR, of Nassar Brothers Theatres, is chairman of the building fund for the Youth Foundation of San Francisco.

•

JOHN HAY, Schine circuit treasurer, and HOWARD ANTEVIL, attorney, have returned to Gloversville, N. Y., from here.

•

ABE DICKSTEIN, head of United Artists New York branch, left here yesterday for Albany and Gloversville, N. Y.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, left here last night for Pittsburgh.

•

LEROY PRINZ, dance director, is on the Coast from New York.

WALTER L. TITUS, Republic Eastern sales manager, is in Indianapolis and will go to Pittsburgh before returning to New York next Monday.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Kiwanis Club at Waterloo, Ia., today and before the Women's Institute at Omaha on Thursday.

•

JOAN LAMPERT, daughter of MRS. FRANCES LAMPERT, owner of the Glastonbury Theatre, Glastonbury, Conn., will be married on June 25 to JACK GORDON of Middletown, Conn.

•

GENE LUTES, Chakeres Theatres district manager at Frankfort, Ky., and MRS. LUTES have returned to that city from a Miami Beach vacation.

•

WILLIAM B. ZOELLNER, M-G-M short subject and reprint sales head, will be in Albany today from Boston and will leave there for Toronto.

•

JOHN W. MANGHAM, president of the Realart and Screen Guild exchanges at Atlanta, has returned to that city from Chicago.

•

JERRY LIPOW, formerly a salesman with Film Classics at Cleveland, has joined the M-G-M sales force there.

•

JOSEPH V. MOBE, formerly Murphy-Lillis general manager, will join Film Counselors here on June 19.

Board Dinner - Meet Opens ATOI Confab

FRENCH LICK, Ind., June 12.—The 10th annual spring convention of the Associated Theatre Owners of Indiana opened here today at the French Lick Springs Hotel as the board held an open dinner-meeting. George Jessel, who speaks at tomorrow's business session, arrived this afternoon and was greeted at the airport by Marc Wolf, Variety Club's chief barker.

A full round of social and sporting events are slated for the three-day meet, with Gloria Swanson and Rex Allen to be guests at the concluding banquet on Wednesday evening.

'Peggy' Premiere Friday

World premiere of Universal-International's Technicolor "Peggy" will be held on Friday at the Civic Auditorium, Pasadena, Cal. That city's Tournament of Roses forms the background of the film, produced by Ralph Dietrich, directed by Frederick De Cordova and featuring Diana Lynn, Charles Coburn, Charlotte Greenwood and Barbara Lawrence.

ELC Is Incorporated

ALBANY, N. Y., June 12.—Eagle Lion Classics, Inc., has registered a certificate with the office of the Secretary of State to engage in motion pictures, television and radio in New York State.

Walker in Scranton Business Drive Post

Frank Walker, head of Comerford Theatres, Scranton, is co-chairman of Lackawanna Industrial Fund Enterprises, which is endeavoring to raise $2,000,000 for a campaign to bring new industries into the Lacakawanna Valley area to stimulate business and employment generally. Inroads which other fuels have made on anthracite coal has resulted in an increase of unemployment in the territory and a drop in the population, estimated at 11 per cent under 1940.

Clair Joins Stone

Joseph Clair, who resigned as Eagle Lion promotion manager recently, has joined Martin Stone Associates as director of publicity and promotion, effective immediately. The company produces and merchandises radio and television programs. Clair was a member of the United Artists home office publicity staff prior to joining Eagle Lion.

Domergue Appears Here

Faith Domergue, who becomes a star with her first screen appearance, in RKO Radio's "Where Danger Lives," now here from the Coast, has started two weeks of radio appearances, press interviews, sightseeing and playgoing. "Where Danger Lives" will be followed by Howard Hughes' "Vendetta." She stars in both.

Delay Modificatio
Of Park Limitation

Chicago, June 12.—Federa
Judge Michael Igoe toda
granted Jackson Park at
torney Thomas McConnell 2
days in which to file an an
swer to the Balaban and Kat
petition seeing modificatio
of the Jackson Park decree t
end the two-week bookin
limitation in the Loop.
Alfred Teton repres
B. and K.

22 Tie-in Produc
Set for 'Black Ro

Twentieth Century-Fox unveilec
extensive array of articles of merc
dise tied in with the promotion o
"The Black Rose" at a receptio
the Hotel Warwick here yeste
representing what the company s
is its "greatest promotional effort
the type. Group of 22 separate
chandising tie-ups, all keyed to
title of the film, are timed for
opening in 500 spots on Labor D

Company has been at work on
program for the past six months
Stirling Silliphant directing the
motions. Idea of the Warwick ex
is to attract out-of-town buyers d
their traditional visits here this
All manufacturers involved in the
motion are slated to play up "
Rose" in their own campaigns.

The "Black Rose" color and
is being featured by the follow
Henry Greenhut-Hollander Furs,
ternational Dress Corp., Perq
Blouses, Frank Starr evening g
Storyk Separates, Valentine Foot
Tish-U-Knit sweaters, Tula Ling
Acme Gloves, Altshul Stern hand
chiefs, Fashion Craft Jewelry, Fl
Modes, Ben Goodman Scarves,
proof Hosiery, Superb Case
(compacts), Brewster Hats, Jea
Chant (hair stylist), Goderoy M
facturing (shampoo), La Cross
stick and nail enamel), Hudson M
Car, Oneida, Ltd., (silverware),
Schenley's "Black Rose" cocktai

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Benne
Elizabeth Taylor
"FATHER OF THE BRID
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

JAMES STEWART
SHELLEY WINTERS · DAN DURYEA
STEPHEN McNALLY
WINCHESTER '73
in Person
JOHN PAY
JAN MURR
AL DONAH
And His Orchest
Extra
PATRICIA MORISON
PARAMOUNT TIMES SQUARE
Midnight
Nig

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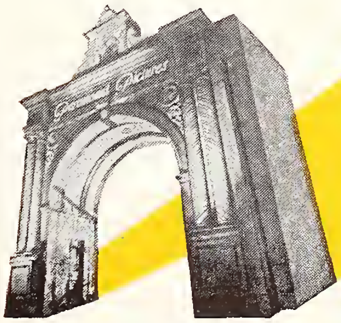
Paramount's Golden Future *and* YOURS...

Paramount Pictures

guaranteed by



THE GREATEST STUDIO ON EARTH

scene of the most enthusiastic Sales Convention in Paramount's history. Your on-the-spot reporter, your Paramount salesman, will soon detail to you the important pictures outlined in the following pages and produced specifically to solve today's boxoffice problems. In order of release they are....

Cecil B. DeMille's Masterpiece

Samson and Delilah

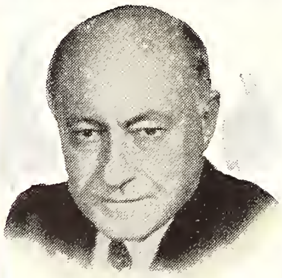
Color by TECHNICOLOR

Now Playing

starring

HEDY
LAMARR · VICTOR
MATURE
GEORGE
SANDERS · ANGELA
LANSBURY
HENRY
WILCOXON

Produced and Directed by
CECIL B. DeMILLE
Screenplay by Jesse L. Lasky, Jr. • Frederic M. Frank
From original treatments by Harold Lamb
and Vladimir Jabotinsky • Based upon the
history of Samson and Delilah
in the Holy Bible, Judges 13-16



NOW EXHIBITORS *KNOW* THERE HAS NEVER BEEN A GROSSER LIKE IT!

The clamor for dates on this unprecedented attraction has never been equalled in the annals of our industry. More than a thousand contracts have been signed. More than five hundred engagements have already been played. In every one of these, the record speaks for itself!

FAMOUS PRODUCERS, DIRECTORS AND WRITERS, whose names mean top gro

My Friend Irma Goes West

A **HAL WALLIS** Production
Starring
JOHN LUND · CORINNE CALVET
DIANA LYNN
DEAN MARTIN and JERRY LEWIS
with **MARIE WILSON** AS IRMA
Directed by Hal Walker
Screenplay by Cy Howard and Parke Levy
Songs by Jay Livingston and Ray Evans

For July Fourth

HE NEW "IRMA" HIT SHOWMEN ASKED FOR. adio's original "Irma" repeats her first screen nsation in Hal Wallis' bang-up follow-up comedy at has all the same stars—including America's top fun team, Martin and Lewis, *plus* curvaceous Corinne Calvet. Hit Parade tunes by Livingston and Evans. And monkey-shines by a fellow named Pierre. Just perfect for July Fourth fun!

"WILL BE MOST TALKED-OF PICTURE OF YEAR" is the prediction of Drew Pearson, famous newspaper columnist and radio commentator who appears in the trailer and will be featured in many of the ads. This is the different, controversial type of action material every exhibitor is seeking for an increase in theatre attendance today. Film Bulletin says "Gives Paramount plenty to shout about!"

THE LAWLESS

Starring
MACDONALD CAREY
and **GAIL RUSSELL**
with
John Sands · Lee Patrick · John Hoyt · Lalo Rios
Directed by Joseph Losey · Written for the screen by Geoffrey Homes · Produced by William H. Pine and William C. Thomas

For July Release

y the attractions in your Golden Future, from . . . .

THE GREATEST STUDIO ON EARTH

WILLIAM HOLDEN
GLORIA SWANSON
ERICH VON STROHEIM in

SUNSET BOULEVARD

with
NANCY OLSON · FRED CLARK · LLOYD GOUGH
JACK WEBB and CECIL B. DeMILLE · HEDDA
HOPPER · BUSTER KEATON · ANNA Q. NILSSON
H. B. WARNER · FRANKLYN FARNUM
Produced by CHARLES BRACKETT
Directed by **BILLY WILDER**
Written by Charles Brackett, Billy Wilder and D. M. Marshman, Jr.

For August Release

"IT'S A GIANT AMONG MOTION PICTURES" says Daily Variety as this builds advance excitement equal to "Lost Weekend"—and gets biggest Paramount pre-selling since "Samson and Delilah".

"Swanson's performance Academy Award job!" says Exhibitor Walter Reade, Jr. while Los Angeles Herald and Express editorializes: " 'Sunset Boulevard' will live as long as there is a Hollywood!"

THE BRAND OF GREATNESS IS ON "THE FURIES"! Look back at Paramount's record of great westerns like "The Plainsman," "Wells Fargo" and "Union Pacific" and you'll look forward to this big attraction in the same pattern. It's written by the author o "Duel In The Sun" and played by one of the year' top casts—to bring to life the tumultuous conflicts of a mighty cattle empire ruled by violence.

BARBARA STANWYCK
WENDELL COREY
WALTER HUSTON
in **HAL WALLIS'** production

The FURIES

with
JUDITH ANDERSON · GILBERT ROLAND
THOMAS GOMEZ · BEULAH BONDI
Directed by ANTHONY MANN · Screenplay by Charles Schnee
From a novel by NIVEN BUSCH

The FURIES
RANCH
T.C. JEFFORDS

For August Release

STARS THE PUBLIC BUYS, for which Paramount has long been noted, span

BOB HOPE
LUCILLE BALL

in

FANCY PANTS

with

BRUCE CABOT · JACK KIRKWOOD

Color by

TECHNICOLOR

Produced by ROBERT L. WELCH · Directed by GEORGE MARSHALL · Screenplay by Edmund Hartmann and Robert O'Brien · Based on a Story by Harry Leon Wilson

Songs by Jay Livingston and Ray Evans

For Release Paramount Week Sept. 3-9

HOPE'S FIRST IN COLOR SINCE "PALEFACE"—and he's teamed with that Ball-of-fire who was his co-star in "Sorrowful Jones." Watch the industry's top star deliver his top money picture! Yes, it's so great we picked it to celebrate Paramount Week. And Bob introduces the zingiest, singiest tune since "Buttons and Bows" won that "Oscar." It's "Home Cookin' "—and it's hot!

MYSTERY—MELODRAMA—AND EXCITEMENT are crowded into every frame of this picture based on a celebrated Saturday Evening Post story about a baffling kidnapping case in a great city's railroad terminal. Its release has been set precisely when the whole country will be talking about its stars, William Holden and Nancy Olson, who are featured as the young sweethearts in "Sunset Boulevard."

UNION STATION

starring

WILLIAM HOLDEN
NANCY OLSON
BARRY FITZGERALD

with

LYLE BETTGER · JAN STERLING

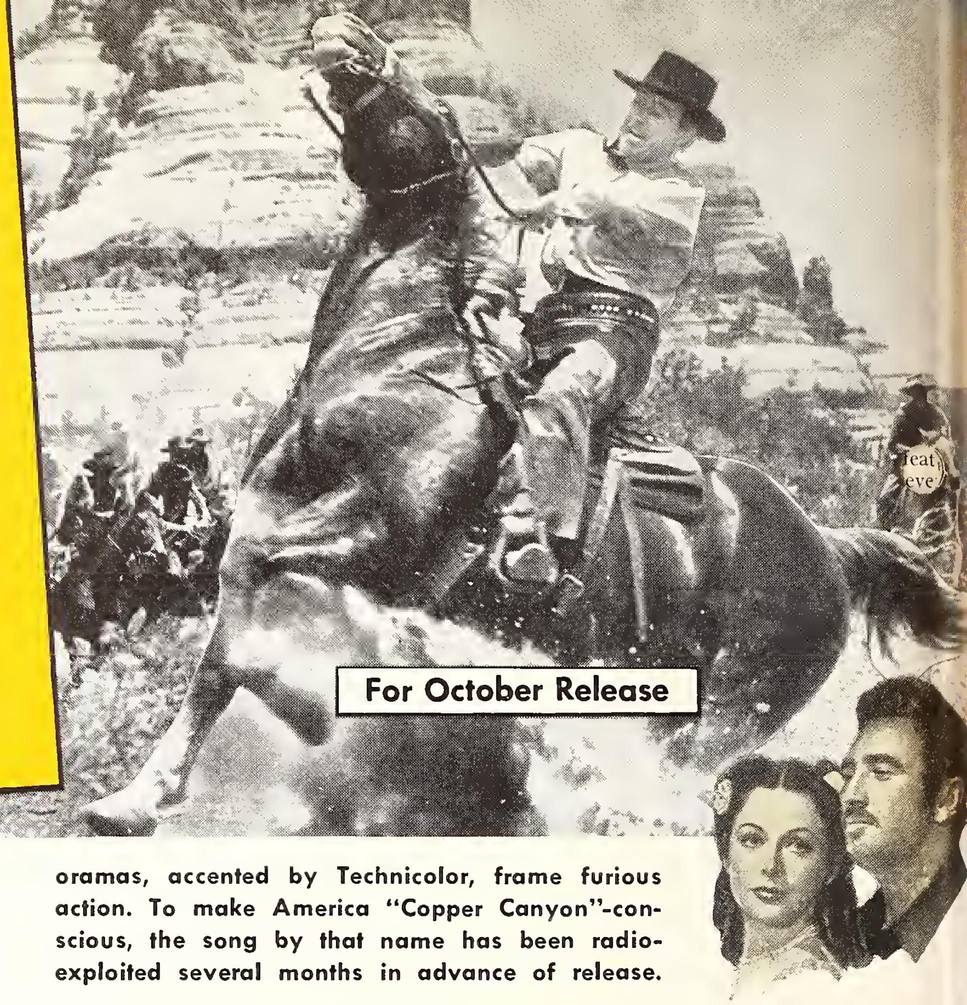
Produced by Jules Schermer · Directed by Rudy Mate · Screenplay by Sydney Boehm from a novel by Thomas Walsh

For September Release

y cast of every hit in your Golden Future, from . .

THE GREATEST STUDIO ON EARTH

RAY HEDY
MILLAND · LAMARR
MACDONALD
CAREY
Mona Freeman · Harry Carey, Jr.
in
COPPER CANYON
A JOHN FARROW Production
Color by TECHNICOLOR
Produced by MEL EPSTEIN · Directed by JOHN FARROW · Screenplay by Jonathan Latimer · Story by Richard English


For October Release

IT HAS THE BOXOFFICE SIZE OF "CALIFORNIA" —and it's directed by the same expert, John Farrow. Its 4-star cast includes Hedy Lamarr in her first role since she completed "Samson and Delilah." Panoramas, accented by Technicolor, frame furious action. To make America "Copper Canyon"-conscious, the song by that name has been radio-exploited several months in advance of release.

HUTTON IS BOXOFFICE-HOT AS NEVER BEFORE so Paramount decks her in Technicolor, teams her with Astaire to climax her sensational job in "Annie Get Your Gun". Directed by the expert who made "Road to Rio", she and Fred sing and dance to half a dozen top-drawer hit tunes by Frank Loesser, the composer who won this year's Academy Award. A musical in the famous Paramount tradition!

BETTY FRED
HUTTON · ASTAIRE
in
LET'S DANCE
with
ROLAND YOUNG · RUTH WARRICK
LUCILE WATSON · GREGORY MOFFETT
COLOR BY
TECHNICOLOR
Produced by Robert Fellows · Directed by Norman Z. McLeod · Screenplay by Allan Scott · Additional Dialogue by Dane Lussier
Songs by Frank Loesser

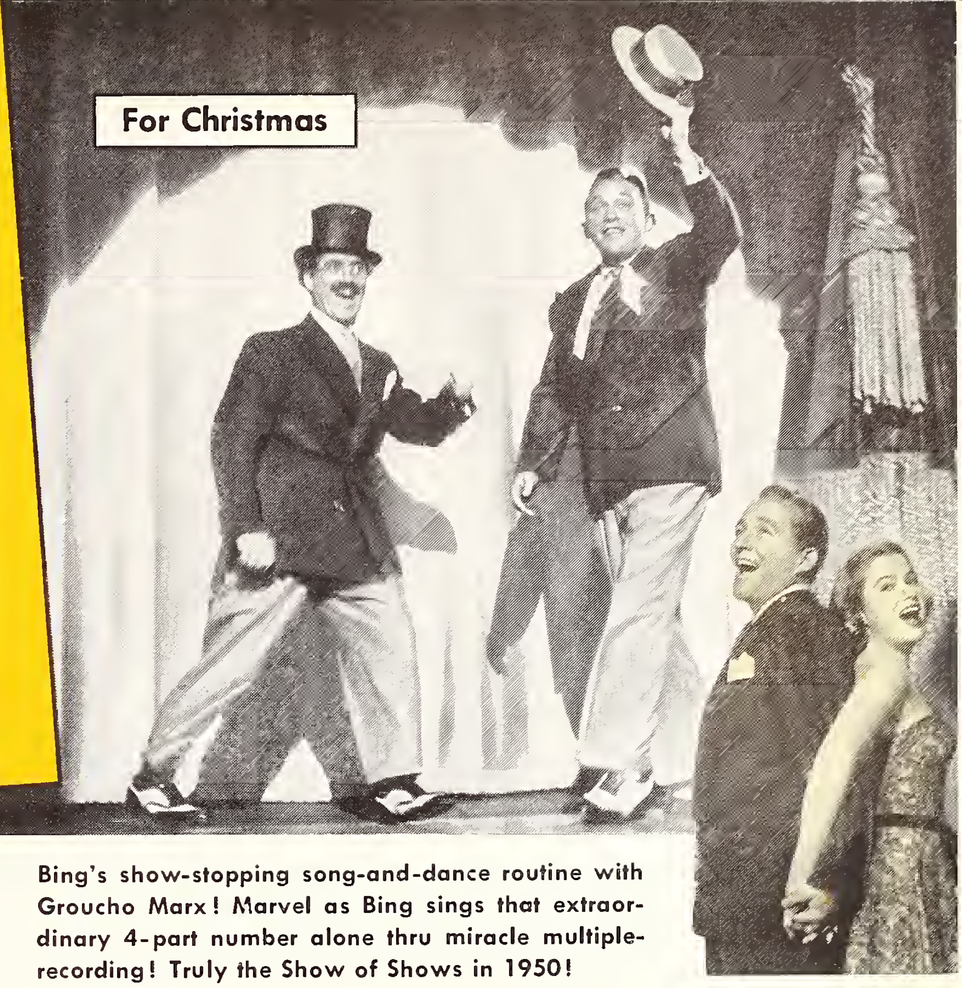
For Thanksgiving

PRODUCTION VALUES like off-the-beaten-track stories, hit songs and Color by Tec

BING **CROSBY** · NANCY **OLSON**
CHARLES **COBURN** · RUTH **HUSSEY**
in

Mr. Music

with
ROBERT STACK · Tom Ewell · Charles Kemper
and MARGE AND GOWER CHAMPION
Guest Artists: GROUCHO MARX · DOROTHY KIRSTEN
PEGGY LEE · THE MERRY MACS · Produced by Robert L. Welch
Directed by Richard Haydn · Suggested by a Play by Samson
Raphaelson · Written for the Screen by Arthur Sheekman
Lyrics by Johnny Burke · Music by James Van Heusen



For Christmas

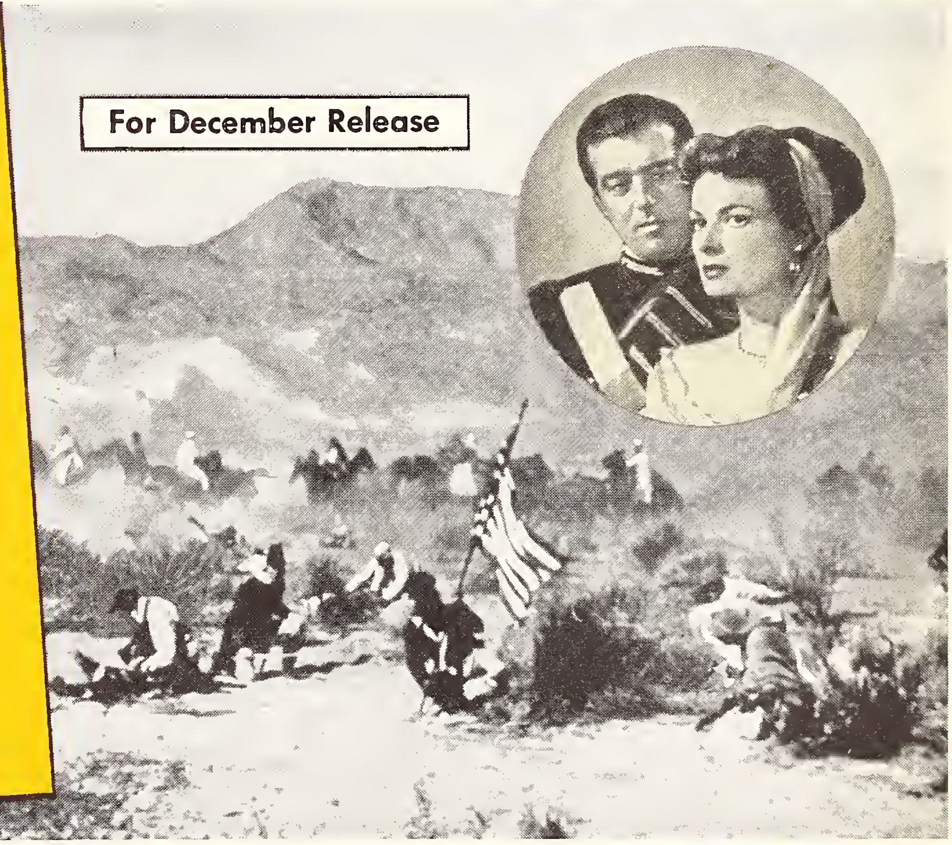
BING'S BIGGEST MUSICAL SINCE "BLUE SKIES". Yes, we patterned this after that great hit — and made it greater. What a title for Bing! Look at those guest stars! Listen for its *nine* songs. Stand by for Bing's show-stopping song-and-dance routine with Groucho Marx! Marvel as Bing sings that extraordinary 4-part number alone thru miracle multiple-recording! Truly the Show of Shows in 1950!

THE GLORY OF THE UNITED STATES MARINES is excitingly dramatized in the fabulous exploit that first brought them fame. Told in a blaze of Technicolor, it's played by a swashbuckling cast. On the shores of Tripoli, the Marines defeat the pirate hordes who in 1805 dared challenge America's rights to freedom of the seas. A fast-paced adventure script with big-scale production values.

MAUREEN **O'HARA** · JOHN **PAYNE**
in

TRIPOLI

also starring
HOWARD
DA SILVA
Color by TECHNICOLOR
with
PHILIP REED · GRANT WITHERS
Produced by WILLIAM H. PINE and WILLIAM C. THOMAS · Directed by Will Price · Screenplay by Winston Miller



For December Release

lor, further guarantee your Golden Future, from . . .

THE GREATEST STUDIO ON EARTH

Paramount's Golden Future *and YOURS...*

Paramount Pictures

will continue in '51—and far beyond—as the same famous studio delivers hits like

SEPTEMBER AFFAIR	A Hal Wallis Production starring Joan Fontaine, Joseph Cotten, Francoise Rosay—with Jessica Tandy.
UNITED STATES MAIL	Starring Alan Ladd and Phyllis Calvert—with Jan Sterling.
A PLACE IN THE SUN	A George Stevens Production starring Montgomery Clift, Elizabeth Taylor, Shelley Winters.
DARK CITY	A Hal Wallis Production. Starring Lizabeth Scott, Wendell Corey, Viveca Lindfors, Don DeFore.
BEYOND THE SUNSET	Starring Glenn Ford, Edmund O'Brien, Rhonda Fleming.
MR. AND MISS ANONYMOUS (TENTATIVE TITLE)	A George Stevens Production starring Joan Fontaine, Ray Milland and Teresa Wright.
A RELATIVE STRANGER	Produced by Charles Brackett. Directed by Mitchell Leisen. Starring Gene Tierney, John Lund.
THE GREAT MISSOURI RAID	Color by Technicolor. Starring Wendell Corey, Macdonald Carey, Ellen Drew.
DETECTIVE STORY	Sidney Kingsley's Broadway stage success. To be produced and directed by William Wyler.

Build An All-Paramount Show with
Paramount News and Paramount Shorts

And To Be Filmed Early In 1951

Cecil B. DeMille's next—"THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR, The Story of Ringling Bros., Barnum and Bailey Circus

Paramount Unveils Plans for Future

Four From Pine-Thomas

HOLLYWOOD, June 12.—During the ext nine months William Pine and m Thomas will produce four es for Paramount release, ac- ording to A. W. Schwalberg, presi- ent of Paramount Film Distributing orp.

First on their schedule will be Passage West," to be filmed in echnicolor, with John Payne, Dennis 'Keefe and Arleen Whelan co- arred. Lewis R. Foster will direct

o Share ‘Lawless’ Profit

Hollywood, June 12.—Producers illiam Pine and William Thomas t an industry precedent at the aramount sales meeting here to- ay when they announced, “We are tting aside 10 per cent of our ofits from ‘The Lawless’ and are viding this among you, up to and cluding branch managers, who e attending this convention.”

om his own screenplay, adapted from story by Nedris Young. Starting ate is July 7.

"Apache Outpost" is slated to start ept. 6. It will also be in Technicol- . This was scripted by Geoffrey omes and George Worthing Yates, om an original story by David Lang.

November will find "Hong Kong" ing before the cameras. This is rrently being written by Homes and ates. The story deals with contem- rary Hong Kong and it will be shot part on location by cameraman ames Wong Howe in black and hite.

During the early part of February, rosswinds" will probably be photo- aphed in Florida. It will be a Tech- color film. Lewis R. Foster is do- g the screenplay from an original by hompson Burtis.

aramount Visitors Citizens’ of L.A.

HOLLYWOOD, June 12.—Hundreds of legates from other cities attending e Paramount national sales conven- n here today became honorary citi- ns of Los Angeles by proclamation Mayor Bowron.

In a welcoming statement, the ayor urged all residents of the city extend the conventioners "true estern hospitality."

As the first official function of the nclave, Mayor Bowron extended eetings in person to A. W. Schwal- rg, president of Paramount Film istributing Corp., who is presiding at e four-day meeting. Schwalberg ac- pted the proclamation on behalf of members of his organization.

Describing the motion picture in- stry as "one of the world's greatest eans of communication and a pow- ful influence in the holding of public inion, promoting better understand- g and providing entertainment roughout the world," Mayor Bow- n stated that "the city of Los An- les is proud of the civic-minded men d women" of the industry.

Balaban Cites Sharp Grosses

(*Continued from page 1*)

to the final exhibition sale for every picture, together with all-out salesmanship, is necessary for survival under current market conditions.

Board chairman Adolph Zukor, in in an address following the same general tone, pointed out that Paramount has had many conditions of economic stress to weather during its history, but this is the first time the stress came to the film industry while other industries were thriving. This makes it the film industry's special problem, he said, and requires the elimination of faulty thinking in Hollywood and elsewhere born of the easy-money eras. He particularized with respect to production processes and practices.

The four-day conclave — Paramount's first national sales meeting since 1939—is presided over by A. W. Schwalberg, president of Paramount Film Distributing Corp. The convention is being held here as a tribute to the studio, and this salute was keynoted by the attendance of Henry Ginsberg, studio head, and members of his executive staff.

Schwalberg Presides

The men who do the selling from New England to Albuquerque, and Seattle to Jacksonville, are gathered here for what the company officials say is the biggest, most significant sales convention ever held by the company. The agenda has been set up to give everyone from the field a full realization of new product and the studio's plans. The convention has been staged with a maximum amount of showmanship designed to carry over into the selling, advertising, publicizing and exploitation of pictures to be released during the coming months.

Preceding the opening session, four days of meetings were held by Schwalberg with home office distribution executives and the five division managers to complete convention agenda and plans for the fall sales campaign. These sessions continued until last night, when the division managers briefed the 32 branch managers from the U. S. and Canada.

Home Office Executives Attend

Top home office executives at the conclave, in addition to Schwalberg, Balaban and Zukor, are:

Paul Raibourn, vice-president; Austin Keough, vice-president and general counsel; Ted O'Shea, distribution vice-president, and Oscar Morgan, short subject sales chief. Division managers attending are: Hugh Owen, James J. Donohue, Duke Clark, G. A. Smith and Gordon Lightstone.

First order of business, after Schwalberg's opening greeting, was the introduction of the home office staff. Max E. Youngstein, advertising-publicity director, then introduced his staff members and the five division managers called the role of the field delegates.

Schwalberg then presented Ginsberg, who in turn introduced members of his executive staff. Following this, Schwalberg read the list of persons unable to attend because of illness. These included Clyde Goodson, Atlanta branch manager; Thomas Dowbiggin, Montreal branch manager; Fred Mohrhardt, treasurer of Paramount Pictures; Morton Lane, of the legal department; John Good, Buffalo salesman; Jack Young, Detroit salesman.

A brief memorial service was held for distribution members who passed away, including August Heineke, head shipper, Cincinnati; Lucille Murphy, chief inspectress, Cleveland; Charles Snyder, salesman, Minneapolis; Harry Goldstein, Mid-Eastern division manager, Cleveland.

Schwalberg then presented Balaban, who addressed the gathering. The talk by Zukor followed. Other speakers on the opening day's agenda included Morgan, who discussed the short subjects program; Youngstein, who outlined advertising-publicity-exploitation plans, and Louis Phillips, who discussed legal problems.

Award Sales Prizes

A highlight of the opening session was the awarding of prizes to personnel in the "Gold Rush of '49" sales campaign. Prizes were also awarded in a special drive on Pine-Thomas productions held last year.

New appointments to Paramount's "100 Percent Club" were announced by Schwalberg. Sessions will continue tomorrow with a discussion of various topics such as contracts, sales policies and test engagements, and a general selling forum in which the division managers will participate. Donohue will discuss sales records and sales analysis; Smith, drive-ins; Clark, teamwork; Lightstone, training and development of manpower; Owen, customer relations. O'Shea will wind up the forum with an over-all discussion.

Plans for product to be released, and for the new sales campaign to start in the fall, will be detailed on Wednesday. The studio's "Blueprint for the Future" will be outlined for the delegates. Thursday will be devoted to individual meetings of branch managers, booking and office managers, Canadian delegates, and advertising, publicity and exploitation staffs.

United Para. Buys

(*Continued from page 1*)

owned 50 per cent of this circuit with the balance owned by United.

The transfers of the two circuits will become effective at the end of the year.

Tri-States has 56 theatres in Iowa, Nebraska and Illinois. Branton will remain as general maanger, and L. M. McKechneay as treasurer, also under employment contracts with United Paramount.

Central States is comprised of 52 theatres in about a similar territory. Myron Blank, who had been secretary of the two circuits, will take over as president of this new independent circuit upon consummation of the deal. A. H. Blank had been president of Central States.

In New York yesterday, Leonard Goldenson, president of United Paramount, confirmed closing of the Tri-States and Central States partnership dissolutions but declined to divulge the amount of cash involved or other terms. He said he probably would incorporate this information in his next report to stockholders, about July 20.

In Key Roles At Paramount's L.A. Sales Convention

E. K. O'Shea
Assistant general sales manager

Max E Youngstein
National director advertising-publicity

Hugh Owen
Eastern-Southern division manager

J. J. Donohue
Central division sales manager

Oscar Morgan
Short subjects, newsreel sales manager

Duke Clark
South-Central division manager

G. A. Smith
West Coast sales manager

Gordon Lightstone
Canadian sales manager

To Open 6th Drive-in

Walter Reade Theatres will open its sixth drive-in, the Atlantic, located on New Jersey's Black Horse Pike in Egg Harbor Township, less than eight miles from Atlantic City, on Friday. The outdoor theatre, first for Reade in the Atlantic City area, has a 900-car capacity and covers 15 acres.

Paramount's Blueprint for the Future . . .

BARNEY BALABAN
PRESIDENT, PARAMOUNT PICTURES CORP.

ADOLPH ZUKOR
CHAIRMAN AND FOUNDER

SOME 260 members of Paramount's selling forces from 32 branches, home office and studio, are gathered in the Ambassador Hotel, Los Angeles, for the company's first national sales convention since 1940. The three-day convention will conclude tomorrow.

Geared to the theme of "Paramount's Blueprint for the Future," the convention covers the integration of distribution and studio activities, selling plans for forthcoming product and plans for the company's annual sales drive, which opens Sept. 3 and runs through Dec. 2.

A. W. Schwalberg, president of Paramount Film Distributing Corp., who is presiding at the meetings, said the convention is the most significant in the history of the company, in that it is the first to be held since divorcement.

"It is our viewpoint," Schwalberg said, "that good pictures are the most powerful answer that we can give to the industry's problems. Added to this must be a vigorous and imaginative selling of both the pictures and the industry in general."

"I know that we have the good pictures. In fact, I'd say those in the can and awaiting release and those in the process of completion are excellent entertainment designed for today's audiences. Our main task here is to harness the selling to the product. This we will do, with every member of the distribution end sitting in, contributing to the discussion."

Releases include Brackett and Wilder's "Sunset Boulevard"; George Stevens' "A Place in the Sun," starring Montgomery Clift, Elizabeth Taylor and Shelley Winters; "Fancy Pants," in Technicolor, starring Bob Hope and Lucille Ball; "Let's Dance," in Technicolor, starring Betty Hutton and Fred Astaire; "Mr. Music," starring Bing Crosby; "Union Station," starring William Holden; "United States Mail" and "Branded," starring Alan Ladd, with "Branded" in Technicolor; "Copper Canyon," in Technicolor, starring Ray Milland and Hedy Lamarr; "Tripoli," in Technicolor, starring John Payne and Maureen O'Hara; Hal Wallis' "The Furies," starring Barbara Stanwyck, Wendell Corey and the late Walter Huston; "My Friend Irma Goes West"; "September Affair," starring Joan Fontaine and Joseph Cotten; and "Dark City," starring Lizabeth Scott, Dean Jagger, Viveca Lindfors, and introducing Charlton Heston.

GINSBERG, FREEMAN AT STUDIO HELM

Henry Ginsberg, vice-president in charge of production and studio operation, joined Paramount in 1940. His firm belief in providing opportunity for the development of new ideas has made Paramount an industry leader during his association with the company.

Working with Ginsberg is Y. Frank Freeman, vice-president; and a group of men who make up the production executive staff.

The staff includes Jacob H. Karp, Samuel J. Briskin, D. A. Doran, William Meiklejohn, and Joe Youngerman, in addition to Richard L. Johnson, production manager; Sidney Justin, resident counsel; Frank Cleaver, supervisor of writers; Bernard Smith, head of the story department; Norman Siegel, director of advertising and publicity; Luigi Luraschi, head of the censorship department; and Charles West, head of the film editing department.

Working on the actual production of individual motion pictures, supervising all details of each production from the story idea through final editing and scoring, are six Paramount producer-directors and seven producers.

Those who produce and direct are: Cecil B. deMille, whose latest is "Samson and Delilah"; Frank Capra, maker of "Riding High"; George Stevens, whose first for Paramount is "A Place in the Sun"; William Wyler, the man behind "The Heiress"; Billy Wilder, whose "Sunset Boulevard" is ready for release; and Leo McCarey, famous for "Going My Way."

The producers are: Irving Asher, whose first for Paramount is "Beyond the Sunset"; Charles Brackett, producer of "Sunset Boulevard"; Mel Epstein, who recently fin-

HENRY GINSBERG
V.-P. IN CHARGE OF PRODUCTION

A. W. SCHWALBERG
HEAD OF DISTRIBUTION

Y. FRANK FREEMAN
STUDIO VICE-PRESIDENT

FANCY PANTS
BOB HOPE-LUCILLE BALL

SUNSET BOULEVARD
GLORIA SWANSON, WILLIAM HOLDEN, ERIC VON STROHEIM

MISTER MUSIC
BING CROSBY, NANCY OLSON, GROUCHO MARX

ished "Branded"; Robert Fellows, whose hits include "Let's Dance"; Paul Jones, who made those famous "Road" pictures; Joseph Sistrom, preparing "The Keystone Girl"; Robert Welch, who did "Fancy Pants" and "Mr. Music," among other top productions.

Augmenting the product turned out by these experienced film-makers are three others. Hal B. Wallis maintains his own producing unit at the studios for the making of such films as "The Furies," "September Affair," and "Dark City." William Pine and William Thomas produce off-the-lot to give Paramount such films as "The Lawless" and "Tripoli." Also working outside the studio is Nat Holt, whose first for Paramount is "The Great Missouri Raid," to be followed by "Warpath."

The studio's directors include Lewis Allen, John Farrow, Richard Haydn, Sidney Lanfield, Mitchell Leisen, George Marshall, Anthony Mann, Rudy Mate, Norman Z. McLeod and David Miller. William Dieterle, one of filmdom's great directors, is under contract to Hal Wallis. He has recently directed "September Affair" and "Dark City" for Wallis.

HOME OFFICE STAFF HOLDS SKILLED EXECUTIVES

The home office operation is concerned chiefly with overall production planning in consultation with the studio executives, problems of distribution and promotion, exchange operations, legal problems, television, recruiting new talent and acquisition of dramatic and story properties.

Heading the organization is the general staff, consisting of the officers of Paramount Pictures Corp. These policy-makers are: Barney Balaban, president, Adolph Zukor, chairman of the board; Stanton Griffis, chairman of the executive committee (now on leave as U. S. Ambassador to Argentina); and Austin Keough and Paul Raibourn, vice-presidents. Keough is general counsel and secretary of the corporation. Raibourn is president of Paramount Television Productions and chief of budget and planning. Fred Mohrhardt is treasurer. Balaban has two official assistants, Lou A. Novins and Arthur Israel, Jr.

The policy-making group also includes the officers and aides of Paramount Film Distributing Corporation, the subsidiary concerned with domestic sales and exchange operations. Schwalberg is president. E. K. "Ted" O'Shea and Keough are vice-presidents; Mohrhardt is treasurer and Novins is secretary. Schwalberg's aide is Monroe Goodman.

Gordon Lightstone is general manager for Canada. Oscar A. Morgan is general sales manager for short subjects and Paramount News.

Division sales managers are: Hugh Owen, Eastern-Southern, and A. M. Kane, assistant; James J. Donahue, Central; M. R. Clark, South-Central; and G. A. Smith, Western.

Other key distribution executives include: Fred Leroy, head of the statistical department; Joe Walsh, head of branch operations; George Schur, assistant head of branch operations; C. J. "Pat" Scollard, head of the non-theatrical department and company labor relations expert; Bernard Goodwin, business manager of the short subjects department; Arthur Dunne, head of the contract department; Marty Friedman, head of the playdate department; G. Knox Haddow, head of the branch service department; and Jack Roper, chief of box office analysis.

Assisting Keough in legal work is Louis D. Phillips, assistant general counsel. Phillips in turn, has three lawyers working with him on sales matters. They are Sam Boverman, Leonard Kaufman and Thomas Gibbons.

Heading the national advertising, publicity and exploitation department is Max E. Youngstein. Working with him are Jerry Pickman, assistant director; Sid Blumenstock, advertising manager; Mort Nathanson, publicity manager; Sid Mesibov, exploitation manager; and Carl Clausen, department office manager and controller.

Russell Holman is Eastern production manager; Hiller Innes is his assistant; James Polk is legal representative of the Eastern production manager; Boris Kaplan, head of the Eastern talent department; John Byram, play editor; and Allen Jackson, story editor, all stationed in New York. A. J. Richard is general manager and editor of Paramount Newsreel.

A PLACE IN THE SUN
MONTGOMERY CLIFT, ELIZABETH TAYLOR, SHELLEY WINTERS

MY FRIEND IRMA GOES WEST
DEAN MARTIN-JERRY LEWIS
DIANA LYNN-MARIE WILSON
JOHN LUND-CORINNE CALVET

LET'S DANCE
FRED ASTAIRE-BETTY HUTTON

REPUBLI

Takes special pleasure
great success with i

All of us here at Republic feel that every plan for the future, based on all-out showmanship, should be hailed with joy by the whole industry. We have adopted the policy of sending stars into the territories to meet fans face to face and thus bring back the oldtime showmanship to our business resulting in increased fan interest

ICTURES

shing Paramount Pictures UEPRINT for the FUTURE."

and better business at the box office, proving there is nothing wrong with this business that hard work and showmanship can't cure. We will keep on with star personal appearances because we firmly believe it is the best way to re-sell Hollywood to America and educate the youngsters to the joys of motion pictures. Further, we firmly believe that the whole industry benefits from this kind of exploitation.

congratulations PARAMOUNT

May success attend your convention

THERE'LL BE NO BLUES IN YOUR FUTURE WHEN THEY PRINT THE GROSSES ON

"THE LAWLESS"

☆ ☆ ☆

BILL PINE
BILL THOMAS

Phonevision Uses TOA

(*Continued from page* 1)

in a letter to Spyros Skouras, president of 20th Century-Fox, which was released for publication today, is a " 'bite the hand that feeds you' proposal of staggering proportions."

"The same theatres," McDonald adds, "that say producers must not profit from television because it would hurt exhibitors, are being urged to profit from television in a manner that can't help hurting the producer, plenty."

"Those theatres," he tells Skouras, "are going ahead with television because it means money in their pockets. Why should you hold back, on their account, when television can offer you, through Phonevision, the promise of such a rich return from a vastly increased use of film?"

Booklet Based on Speech

The TOA booklet, entitled "Harnessing the Television Giant for Theatre Television," is based on an address by Nathan L. Halpern, television consultant for Fabian Theatres and the TOA television committee, delivered at the Theatre Owners of Oklahoma convention last March. With a foreword by Gael Sullivan, TOA executive director, it discusses the future possibilities of theatre television, recent experience with it and appraises its value as a counter-attraction to home television.

McDonald encloses a copy of the TOA booklet with his letter to Skouras and observes that the booklet "will be a shocker to every motion picture producer whose corporation or association are not theatre owners."

"Authors Gael Sullivan and Nathan L. Halpern," McDonald writes, "suggest that theatres install televisic projectors; that they band together t secure exclusive rights to hundreds major events . . . and that they prese these in their theatres in a mann which in my opinion cannot help b hurt Hollywood and its already cri pled employment payrolls. These tel vision shows must necessarily repla movies that are now being sho theatres."

Cites Product Shortage

Yet, McDonald observes, "theat owners have been screaming murd against the use of good Hollywo features on television, and have d manded that producers withhold th product from this new competitor.

He quotes the following from Ha pern's speech advocating theatre te vision: "The plain facts are that the will not be enough good films to ke the public coming in sufficient numbe at all times to maintain all theatre

---

Gael Sullivan, attending the Theat Owners of Florida convention pro ress at Miami Beach, could not reached yesterday for comment on t McDonald letter to Skouras. The l ter was en route back to New Yo from a European trip and likew could not be reached for comment.

Chicago, June 12.—Copies of t letter from Eugene F. McDonald, president of Zenith Radio, with enclosed Theatre Owners of Amer booklet on theatre television were s to the heads of all major film co panies and all major networks.

Warner Net

(*Continued from page* 1)

was equivalent to 77 cents per share.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions for the six months amounted to $64,800,000, compared with $68,520,000 for the corresponding period last year.

Amortization of film costs in the six months was listed at $18,846,788. The company had an earned surplus of $58,122,000. Current and working assets were valued at $64,400,000, against current liabilities of $14,252,000. Of the current assets, some $23,000,000 was in cash, government securities totaled nearly $5,000,000, and product inventories were worth nearly $30,000,000. Total assets were listed at $164,150,000.

UA Deal Talks

(*Continued from page* 1)

kin's Eastern representative.

Representing the UA board at the meeting were Arthur W. Kelly, executive vice-president, and board members Arthur Schwartz and Vitalis Chalif. The full board had designated Kelly, Chalif and president Gradwell Sears to negotiate a deal, but a heart ailment has forced Sears to absent himself from negotiations. He is at New York Hospital.

Eighth House for K-B

Washington, June 12.—The K-B Amusement Co. has announced plans for its third new theatre for 1950. Eighth of the chain, it will be a 1,200-seater in suburban Maryland.

Lippert Optimistic

(*Continued from page* 1)

cent will be on "showmanship" of ploitation features such as "Roc Ship XM," for which sales plans w chiefly discussed; also for the next budget feature, "The Return of Je James."

Add to Field Force

To substantiate the company's o mism, it was announced that the f exploitation staff will be augmer immediately, and the sales force be increased throughout the coun

Greenblatt announced the acquisi of two new exchanges, the Atlanta change from John Mangham, and Washington exchange from S Wheeler, making a total of 12.

As for television, he said, "we c fight it, so let's join it."

Set Testimonial Drive

An Arthur Greenblatt testimo drive was announced at the meet to be held June 18-Sept. 30. Gr blatt also appointed Clair Towns as new branch manager at Detroit.

Attending were: Harris Dudelson, as and general sales manager; Bert S Pittsburgh; John Mangham, Atlanta; Bailey, Denver; Ed Lurie, special pr tion representative; Matt Freed, Publi Mr. and Mrs. Harold F. Cohen, New leans; Harry Lorch, Sr. and Jr., Chic Benny Benjamin, Milwaukee; Milt Go Cincinnati; H. Gaffney, Kansas City; tin Spiegle, Cleveland; R. Bleeke, India olis; Clair Townsend, Detroit; H. B scoorf, Dallas; Jack Engle, Philadelphi Jernigan, Memphis; Harry J. Allen, ada; J. Collier, R. Stahl, Minneapolis Brauman, Pittsburgh; W. P. Rosenow, falo; A. Swerdlove, Boston; D. M. Sol New York; Gene Dyer, Charlotte; Jol Jones, Chicago; Bill Griffith, Milwau Al Grubstick, assistant general sales ager; Sam Decker; R. O. Wilson, Port Jack Engerman, Seattle.

TOA Hires Special Aides for TV Bids

Theatre Owners of America has completed arrangements for employing two engineers, an attorney and an economist at salaries not in excess of a total of $70,000. The four will prepare TOA's presentation of theatre television allocation applications to the Federal Communications Commission.

The names of those em-[illegible]yed will be announced today. Their retention was authorized last month by the TOA executive committee.

BC Claims Better V Transmission

Further improvements in the trans- ssion of kinescope recordings and otion pictures in television are imed by National Broadcasting with velopment by the company of new plifier and arc lamp devices. NBC veiled the new material at a luneon-meeting with the press yesterday the Johnny Victor Theatre here.

on't Blame TV

(Continued from page 1)

ector Gael Sullivan declared today an address before the annual conntion of the Motion Picture Exhibis of Florida at the Hotel Delano.

The convention, which will continue ough tomorrow, was opened by orida MPE president L. A. Stein. nvention chairman Mitchell Wolf-, who presided, introduced to the legates William C. Lantaff, Florida's mocratic nominee for Congressman, o promised his help in removing rohibitive discriminatory excise es."

Sullivan, convention honor guest, d the gathering that a national voice exhibition such as TOA was neces-y in tackling industry problems and securing an uninterrupted flow of od product from Hollywood. The A executive director said he beves national excise tax relief is congent on Senator Walter George of orgia. Sullivan said he expects that House Ways and Means Commit- will have a tax bill ready July 1, d if the House sets up a good bill Senate should act promptly on it.

Florida MPE legislative chairman mar Sarra gave the meeting a sumry of 1949 legislation, and urged the lustry to begin at once to "sell" city icials on the importance of tax real to theatre patrons.

oldwyn's Plans

(Continued from page 1)

d, when a particular story demands particular location. He is ready to k not ony frozen pounds but dols, on such pictures, he said.

Goldwyn criticized all forms of govment subsidies of film production ich, he said, encourages racketeers l inefficient promoters. He read a legram he had addressed to the me Motion Picture Conference atking Communism as the only cen-ship which films, in common with other artistic media, need to fear.

Young Cites PCA's Stand

Collier Young, independent producer whose forthcoming picture "Outrage," took considerable rewriting in consequence of Production Code Administration objections to the original, yesterday hailed PCA head Joseph I. Breen and his Hollywood staff as "constructive" and "helpful." Picture will be released by RKO Radio under a three-film deal between Young's company, Filmakers, Inc., and Howard Hughes.

Credits Breen's 'Courage'

Here from Hollywood for conferences with RKO Radio executives, Young credited Breen with having the courage to stand by his convictions. The producer explained that "Breen stood by his guns," after approving Filmakers' "Not Wanted" following certain changes in that picture about unwed motherhood. The PCA head refused to be forced into making additional cuts in "Not Wanted" by outside groups after the picture received the Code seal, Young said. The result was, he added, that the Breen Office "took considerable punishment in our behalf." Subsequent fan mail vindicated Breen's position, the producer said.

Favors 'Headline' Problems

Filmakers, in which Young's wife, actress Ida Lupino, has a partnership, has dedicated itself, he said, to producing pictures about the problems that affect Americans, and particularly those problems that tend to make newspaper headlines. On the theory that the difference between an "A" and a "B" picture is in conception only and no longer is concerned with how much is spent on making of a film, Filmakers is certain that it has thereby solved the economic factor bearing on the production of films for television, he said. He conceded, however, that considerable time has yet to pass before it will be economically feasible for telecasters to buy film from regular Hollywood producers at the prevailing price.

Young will return to Hollywood tomorrow by plane.

Thomas Phelan, Manager

Long Branch, N. J., June 12.—Thomas A. Phelan, formerly manager here of the Walter Reade Theatres, died here at the weekend of a heart attack. His age was 61. He also played with Jesse B. Lasky as the professional piano team known as "Piano Phiends."

Surviving are his widow, Marion; two sons, Thomas of Seattle, and Robert J. of Long Branch, and two brothers, William F. of East Williston, N. Y., and John of St. Petersburg, Fla.

H. G. Christensen, 56

H. G. Christensen, 56, veteran executive and film director here, died Saturday of heart attack aboard his power cruiser moored off Huntington, L. I. A member of the Screen Directors Guild and the Society of Motion Picture and Television Engineers, Christensen had been president of the West Coast Sound Studios and a vice-president of Associated Sales Co. He served the government as a photographer and director in both World Wars. The widow survives.

NAT HOLT

EXTENDS GREETINGS

to the

PARAMOUNT

SALES CHAMPIONS

★ ★ ★ ★ ★

In Production

"THE GREAT MISSOURI RAID"

Color by Technicolor

In Preparation

"WARPATH"

Paramount Pictures

TO... ADOLPH ZUKOR
BARNEY BALABAN
HENRY GINSBERG and
PARAMOUNT PICTURES

FROM... W. M. COTTON: publisher
MOVIE LIFE,
MOVIE STARS PARADE

* * *

CONGRATULATIONS to PARAMOUNT

on a Courageous and Constructive approach

to today's selling problems.

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* * *

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Reviews

"The Great Jewel Robber"

(Warner Brothers)

THE "Raffles" burglar story that recently was given considerable cove age in the nation's newspapers serves as source material for this Warn Brothers adaptation. This cat-and-mouse game which leads a trail acro the country and winds up in glamorous Hollywood is presented in conve tional framework, although production polish and some individualized touch help a lot.

David Brian plays the suave, melodiously-accented master thief wh always is employing innocent young ladies to further his career in crim From the time the picture opens with Brian's break from a prison fa the climax in which he is captured and sent on his way to 18 years i Sing, the picture, under Peter Godfrey's direction, stresses movement.

Claudia Barrett is the first young lady to be used as a dupe, and Perdi Chandler is the next one. While recovering in a hospital from a beating his underworld confederates, Brian meets Marjorie Reynolds, his nurse, a marries her. The little lady proves a helpful mate, especially in such servic as removing a bullet from his body. In time, however, he abandons her go on for new game. All along Brian pulls off a series of robberies, wi the police on his elusive trail, setting traps that always misfire. Oth women in Brian's quick-stepping life are Alice Talton and Jacqueline de W In the meantime, Miss Reynolds has gone to the police and provides the with the information that ultimately leads to his capture. Bryan Foy pr duced, from a screenplay by Borden Chase.

Running time, 91 minutes. General audience classification. Release dat July 15.

MANDEL HERBSTMA

"Sideshow"

(Monogram) *Hollywood, June*

PRODUCER William F. Broidy, associate producer Wesley Barry a director Jean Yarborough turned out a rather lively mystery melodra in "Sideshow," with the unusual background of a carnival as the locale f probing the identity of a suspected gang of gem smugglers. This gives fas moving interest to the quest for the well-hidden villains and supplies an e ploitation-minded showman with ample justification for decking out his lob with circus-type trappings. Filmed on the famed Ocean Park, Cal., amus ment pier, the picture utilizes the giant roller-coaster, the entire range of ca nival attractions, in its story, which is complex enough for the most devo addict of mystery entertainment. Sam Roesa wrote the script, from a sto by Broidy.

A Treasury Department agent, played by Don McGuire, hires out to carnival troupe as a handy-man in order to track down the gem-smu gling gang known to distribute its loot through one or more of the troup members. Tracey Roberts is a girl entertainer whom he suspects of co plicity, but as time goes on, with a murder and various other incide furnishing a multitude of conflicting clues, his suspicions are directed to nea ly everybody on the show. It turns out, however, that she is practically t only innocent party, but this is not known until the end, which follows a dea battle with the head smuggler on a flying roller coaster car. Others in t cast are: John Abbott, Eddie Quillan, Ray Walker, Richard Foote, Jim Conlin, Iris Adrian, Ted Becht, Stephen Chase, Donald Kerr, Frank Fent Kathy Johnson, Jack Ingram and Dale Van Sickle.

Running time, 67 minutes. General audience classification. Release da June 18.

"The Avengers"

(Republic)

LIVELY and entertaining, "The Avengers" is an adventure tale conce ing the derring-do of the Rex Beach character, "Don Careless." It w shot in Argentina.

There certainly is no lack of movement in this costume film which mak a historic Western out of the Beach story. It concerns a young man w wins a governor's daughter and rids the colony of a bandit in colonel's clot and a power-greedy general who helped him hide. John Carroll takes t dashing part in his stride, treating romance and danger in the same caref manner. He is given plenty of chance to match his blade with villain R berto Airaldi. Since most of the smaller parts are filled with Argentine acto the accents are quite natural. This becomes irksome only in some spots wh the recording becomes something less than satisfactory. Adele Mara displa her blonde beauty to best advantage as the governor's daughter.

Mona Maris, Fernando Lamas and Jorge Villoldo take the other supporti roles. John H. Auer was associate producer-director, and Lawrence Kim and Aeneas MacKenzie collaborated on the screenplay, which worries lit about logic and is concerned mostly with the matter of creating action. T camera catches some scenes of imposing beauty, such as the approach of carriage along the top of a steep cliff and Carroll's dive into the sea to reco a little golden cross which, somewhat miraculously, he manages to find. in all, it is satisfying entertainment.

Running time, 90 minutes. General audience classification. Release da June 26.

Stewart Takes on Ad Pos

Aaron Katz, president of Official Films, has appointed Jack Stewart to the position of sales and advertising manager. Stewart has been with Official Films since 1945.

Gibson Registers

ALBANY, N. Y., June 12.—H Gibson Productions, Inc., has reg tered a certificate to conduct busin in New York as an amusement ent prise.

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ARTHUR BERNHARD
Publisher

HANK SCHLOSBERG
Advertising Manager

Review

"Destination Big House"

(Republic)

A SLIGHTLY unusual plot makes "Destination Big House" a pleasant change from the usual story about crime and gangsters. Associate producer William Lackey and director George Blair have created an effective low-budget picture from Eric Taylor's screenplay based on the story by Mortimer Braus.

Pretty school teacher Dorothy Patrick becomes innocently involved in a scandal when she aids a wounded racketeer (Richard Benedict) who is running out on his gang with a huge sum of money. He hides the money in the cabin of Miss Patrick's doctor fiance, Robert Rockwell, unknown to her and wills it to her just before he dies from further gunshot wounds inflicted by his mob. From here on the heroine's life becomes complicated as she is followed, set upon and hounded for the money by the gangsters. Meanwhile, her brother (James Lydon) has put himself in debt to a local gambler who also joins in the chase for the money. Miss Patrick decides to donate the money (as soon as she finds it) for a new wing to the hospital to whose staff her fiance is attached. The money is finally recovered after rival gangster groups shoot it out. Robert Armstrong, John Harmon, Claire DuBrey and Larry J. Blake are the other important principals involved.

Running time, 60 minutes. General audience classification. Release date, June 1.

Paramount Decree

(*Continued from page* 1)

deal to relinquish certain of the theatres to third parties. Paramount, for example, was called upon to dispose of 44 of the total of 80 houses which it had taken over in full with the acquisition of the interests of E. V. Richards, Jr.

While Paramount has been moving ahead on schedule in breaking with its partners, the six-month deadline on the subsequent divestiture requirements is proving difficult with the result that a blanket extension of a "reasonable amount of time" will be asked, it is said here.

Expect Justice Cooperation

Attitude of the Justice Department on such matters in the past has been one of cooperation where the major companies have made full effort to comply with decrees and where strict adherence to terms of the decree would mean a sacrifice of values of properties.

United Paramount and the pre-divorcement parent corporation are figured to have transferred more theatre properties than all the other major companies combined and in view of this record the company feels confident that the Justice Department will go along with more time for divestiture.

Meetings with the Department have been delayed because of its pre-occupation with a projected consent decree with Warner, and other matters. A recent interim agreement gave Paramount an additional 30 days to dispose of 14 theatres which were among those acquired in the break-up of the Wilby-Kincy partnership with Paramount.

L. A. Bank Moves to Foreclose on Film

LOS ANGELES, June 12.—Security First National Bank filed a Superior Court suit today against Miracle Productions, asking foreclosure of a chattel mortgage on the film "Our Merry Way," alleging non-payment of a $370,464 loan advanced in 1946 to finance the production. James Stewart, Fred MacMurray, Burgess Meredith and many other individuals are named in the suit.

Advisory Unit to Aid Canada Production

OTTAWA, Ont., June 12.—Now that Canadian producers have banded together in the new Association of Motion Picture Producers and Laboratories of Canada, they are preparing to furnish American producers with equipment, production and laboratory facilities and the facilities of their stock-shot libraries on coming into Canada for production locations, the Association has indicated. It has set up a committee to advise American producers on facilities, personnel, talent and other factors.

Ohio's Censorship Rulings Appealable

Cleveland, June 12. — Although the Ohio Supreme Court has upheld the state censor board's ban on "The Devil's Weed," a Hallmark release, it has now been established for the first time that the decision of the censor board is not final and that the Ohio Supreme Court will take under advisement an appeal from a board [illegible]ing. Until this statute in [illegible] Ohio code was exercised by William E. Minshall, local attorney, the censor board ruling was final.

Berger Pulls 11 Ou Of Buying Combine

MINNEAPOLIS, June 12.—Ber Amusement Co. withdrew members of his 11 houses in Theatre Associa and is now buying his own. They the Gopher and Cedar, Minneapo World, St. Paul; Lyceum, Dulu Peoples, Superior, Fergus and Ly Fergus Falls; State, St. Peter; viera, Hastings; Hollywood, Waus Wis. The latter is booked out of M waukee.

Reportedly, the break between B ger and TA resulted from failure the buying combine to buy and b product for the Berger houses early showings. The Berger br with the big combine is the sec suffered by the group, as V Brothers withdrew last year.

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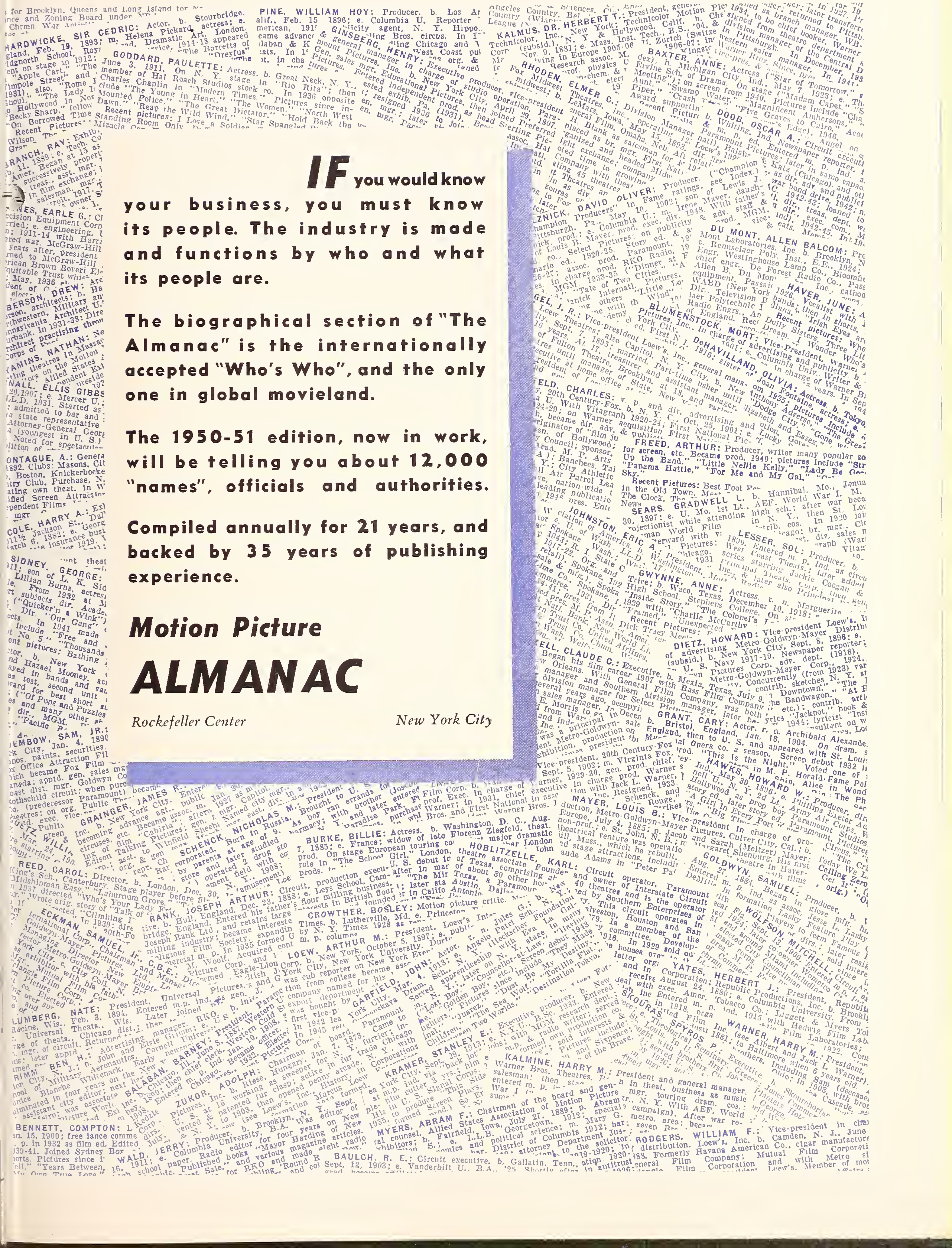

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Motion Picture

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Eastman House Will Collect Old Films

Rochester, N. Y., June 12.—George Eastman House, an independent educational institution, will collect and store motion pictures important in the history of the industry, it is announced by Oscar N. Solbert, director.

With the completion of the 600-seat Dryden Theatre in the fall, one will be able to trace the development of motion pictures since their beginnings in the 1890's by viewing films made here and abroad.

Wilson to Ask More For Film Financing

LONDON, June 12.—Harold Wilson, president of the British Board of Trade, is scheduled to ask Parliament for more money to replenish the treasury of the National Film Finance Corp. which makes loans to independent producers, within the next week.

Since the future state of British film production hinges to some extent on the outcome of Wilson's current negotiations with the American industry on a films remittance agreement for the next two years, he probably will ask Commons for £1,000,000 only, as an interim measure, withholding his master plan for the salvaging of British production until the Parliamentary autumn session.

Sees UK Pact Action Soon

(*Continued from page* 1)

investment in British production during the past two years, Eric Johnston, Motion Picture Association of America president, said today.

The report from Allport, MPAA's London representative, will clarify details as to what expenditures in England are classified as production investments, Johnston said, pointing out that many items of expense are in question as to their inclusion.

Johnston arrived here this morning, reported to studio heads on the recent negotiations in London in which he participated, and left for Washington by plane tonight.

Sees Favorable Aspects

Johnston said the new British proposals are in some respects more favorable than the terms of the original two-year agreement which expires Wednesday, although they are less favorable in other respects. Greater latitude in working out blocked sterling would be allowed now, he said, adding that even if American producers made no pictures at all in England during the next two years it would be practicable to obtain all sterling earnings in dollars eventually by the 27 permissible means, although during the second year the amount remittable directly in dollars would be reduced by half the amount the American production investment in England dropped below the 1948-49 figure.

He said no hard and fast commitment to make any specified production investment in England will be made by the American companies.

Praising the unity which has prevailed between the major company representatives and those of the independents throughout the negotiations, Johnston said he and Ellis Arnall, president of the Society of Independent Motion Picture Producers, will return to England for further conferences after the industry's attitude toward the British proposals has been determined. He expects that will be early next month.

Pressed for an expression of his own opinion of the British terms, Johnston declined to make a statement, saying he has asked company heads to suspend a decision until all the facts and data have been studied, and that he has made no recommendation to them.

Asked what will happen if no agreement is reached at the next session in London, Johnston said: "We will come home. The next move will be what the British choose to make it. But we are not crossing that bridge unless we come to it, and there is lots of road ahead of us before then."

Allport's Report on UK Investment Near

LONDON, June 12.—F. W. Allport, Motion Picture Association of America representative here, expects to complete his report on the amount of American investment in British production over the last two years some time this week.

The report is being awaited by the MPAA in New York as an important factor in the making of a decision on whether or not to accept Britain's terms for a new film remittance agreement. To obtain $17,000,000 in annual remittances, the American companies must equal their investment in British production for the past two years. The British terms provide a 50 per cent bonus for exceeding that average and a 50 per cent penalty if it is not met.

Walsh, Tom O'Brien to Resume Pack Talks

LONDON, June 12.—Richard F. Walsh, IATSE president, and Tom O'Brien, his British counterpart who is president of NATKE, will resume their talks on the effects of the proposed Anglo-U.S. film remittance terms on Hollywood and British studio employment after Walsh has met with his member unions in Hollywood later this month.

The film remittance terms require a guaranty of American production in Britain to maintain the remittance figure of $17,000,000 for the past two years. Hollywood studio unions are apprehensive of the possible effect on employment there and British studio unions object to any large-scale importation here of Hollywood technicians.

Walsh, now on the Continent, is scheduled to leave for New York by plane next week.

Lantz, Adams to Gale

Gale Agency, Inc., band booking agency, is expanding its activities to include the motion picture, legitimate theatre, radio and television fields, and has appointed Robert Lantz to head the motion picture and legitimate theatre departments. Robert K. Adams will organize and direct the radio and television departments.

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Argentine Grosse Up 20%; Latins Like U.S. Reissue

By NATALIO BRUSKI

BUENOS AIRES, June 10 (By A mail).—Most American distribut operating in Argentina grossed ab 20 per cent more during the last eig months than during the same peri last year, despite the fact t[illegible] American pictures have ente[illegible] t country for more than a year.

The explanation lies in the fine r ception the Argentine public has a corded reissued product. Without a new films to show, the first-run hous were compelled to book pictu which had been released five or mo years previously.

The public, which had been stayi away from the box-office, returned force, jamming houses and establis ing many records. Many believe th this was the result of a situati which saw much poor foreign prod but hardly any American films theatres prior to the institution of t reissue policy.

Among the biggest re-release su cesses were "The Corsican Brother "Fantasia" (which ran for five wee and grossed twice as much as on original release 10 years ago), "Ba bi," "For Whom the Bell Tolls" a "Scarface."

MPAA Foreign Un Sponsors Another

"Passion of St. Matthew," an It ian-made feature film documenting life of the biblical figure, will screened here today for distributors foreign motion pictures. The scre ing, under the auspices of Motion P ture Association of America's Adv ory Unit for Foreign Films, will held at Loew's home office.

B. Bernard Kreisler, executive rector of the unit, will introduce to distributors Bruno Sequin, owner the film. Sequin will negotiate the American-Canadian distribut rights following the screening.

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WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
May 7	(May Releases) NO SAD SONGS FOR ME Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50)	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D—76 min. (Rev. 5/15/50)	PLEASE BELIEVE ME Deborah Kerr Robert Walker C-88 min. (Rev. 3/9/50)	FATHER MAKES GOOD Raymond Walburn C—61 min. (Rev. 6/1/50)							THE DAMNED DON'T CRY Joan Crawford David Brian D—103 min. (921) (Rev. 4/6/50)
May 14	FRIGHTENED CITY Charles Korvin Evelyn Keyes D KILL THE UMPIRE William Bendix Una Merkel C—78 min. (Rev. 5/2/50)	WINSLOW BOY Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	SHADOW ON THE WALL Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)	LUCKY LOSERS Leo Gorcey C	(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	ROCK ISLAND TRAIL (Color) Forest Tucker O—90 min. (Rev. 5/4/50)	THE CAPTURE Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50)	(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)	SO YOUNG SO BAD Paul Henreid Catherine McLeod D—88 min. (Rev. 5/29/50)	(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	
May 21	COWTOWN Gene Autry O—70 min. (Rev. 5/16/50) BEAUTY ON PARADE Robert Hutton D—66 min. (Rev. 3/23/50)	THE GOLDEN GLOVES STORY James Dunn Kay Westfall D—76 min. (Rev. 4/24/50)	THE BIG HANGOVER Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)			SAVAGE HORDE William Elliott O—90 min.		THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)		I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	COLT .45 (Color) Randolph Scott Ruth Roman D—74 min. (922) (Rev. 5/3/50)
May 28	CUSTOMS AGENT William Eythe D—72 min. (Rev. 4/13/50)	GLASS MOUNTAIN Valentina Cortesa M-D-90 min (Rev. 1/13/50)	ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)	(Re-release) SILK STOCKING MURDER Carole Landis D		DESTINATION BIG HOUSE Dorothy Patrick Robt. Rockewell D—60 min.	THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)		THE WHIPPED Dan Duryea Gale Storm D—89 min. (Rev. 3/28/50)		
June 4	(June Release) GOOD HUMOR MAN Jack Carson C—82 min. (Rev. 5/29/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50)		HUMPHREY TAKES A CHANCE Joe Kirkwood Leon Errol C-D							CAGED Eleanor Parker D—96 min. (Rev. 5/2/50)
June 11	FORTUNES OF CAPTAIN BLOOD Louis Hayward D—91 min. (Rev. 5/17/50) STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50)	EYE WITNESS Robt. Montgomery Leslie Banks D HIGH LONESOME (Color) John Barrymore, Jr. Chill Wills D	FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50)		(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)		WOMAN ON PIER 13 Laraine Day Robert Ryan D—73 min. (Rev. 9/21/49)	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50)	IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min. (Rev. 6/8/50)	(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm C—86 min. (Rev. 5/24/50)	THIS SIDE OF THE LAW Kent Smith Viveca Lindfors D—74 min. (Rev. 5/31/50)
June 18	HOEDOWN Eddy Arnold O—64 min. TEXAS DYNAMO Charles Starrett O—54 min. (Rev. 6/8/50)	TIMBER FURY David Bruce D—63 min. IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min.		SIDE SHOW Don McGuire Tracey Roberts D	(Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)	THE AVENGERS John Carroll Adele Mara D	THE WHITE TOWER Glenn Ford Valli D	LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)		SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50) SPY HUNT Marta Toren Howard Duff (Rev. 6/8/50)	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50)
June 25		THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	LOST VOLCANO Johnny Sheffield Donald Woods D	(Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	TRIGGER, JR. (Color) Roy Rogers Dale Evans O COVERED WAGON ROAD Alan Rocky Lane O					
July 2	(July Releases) ROGUES OF SHERWOOD FOREST (Color) John Derek Diana Lynn D—80 min. 711 OCEAN DRIVE Edmond O'Brien Joanne Dru D—102 min.	(July Release) THE SUN SETS AT DAWN Walter Reed D	HAPPY YEARS Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)		(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)	TRIAL WITHOUT JURY Robt. Rockwell D	WHERE DANGER LIVES Robert Mitchum D	(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50)	ONCE A THIEF Marie MacDonald Caesar Romero D	(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50)	BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)
July 9	BEYOND THE PURPLE HILLS Gene Autry O—70 min. CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min.	GOLDEN SALAMANDER Anouk D—96 min.	DUCHESS OF IDAHO Esther Williams Van Johnson M-C	SNOW DOG Kirby Grant Elena Verdugo D	MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)	THE OLD FRONTIER Monte Hale O	BORN TO BE BAD Joan Fontaine Robert Ryan D	WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D		PEGGY (Color) Diana Lynn Charles Coburn D	GREAT JEWEL ROBBER David Brian D
July 16	DAVID HARDING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)	NAUGHTY ARLETTE Mai Zetterling D—86 min.	DEVIL'S DOORWAY Robert Taylor Louis Calhern O—85 min. (Rev. 5/16/50)	COUNTY FAIR Rory Calhoun D—76 min.			OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)		THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)		FLAME AND THE ARROW (Color) Burt Lancaster Virginia Mayo D

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: May)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: May)

FILM CLASSICS

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: May)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: May)

CONGOLAISE
(Documentary)
(Release 4/17/50
(Rev. 5/18/50)

GOOD TIME GIRL
Jean Kent
D—81 min.
(Rev. 5/25/50)
(Release 5/11/50)

LIPPERT

CROOKED RIVER
J. Ellison
D
(Release: 5/5)

HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

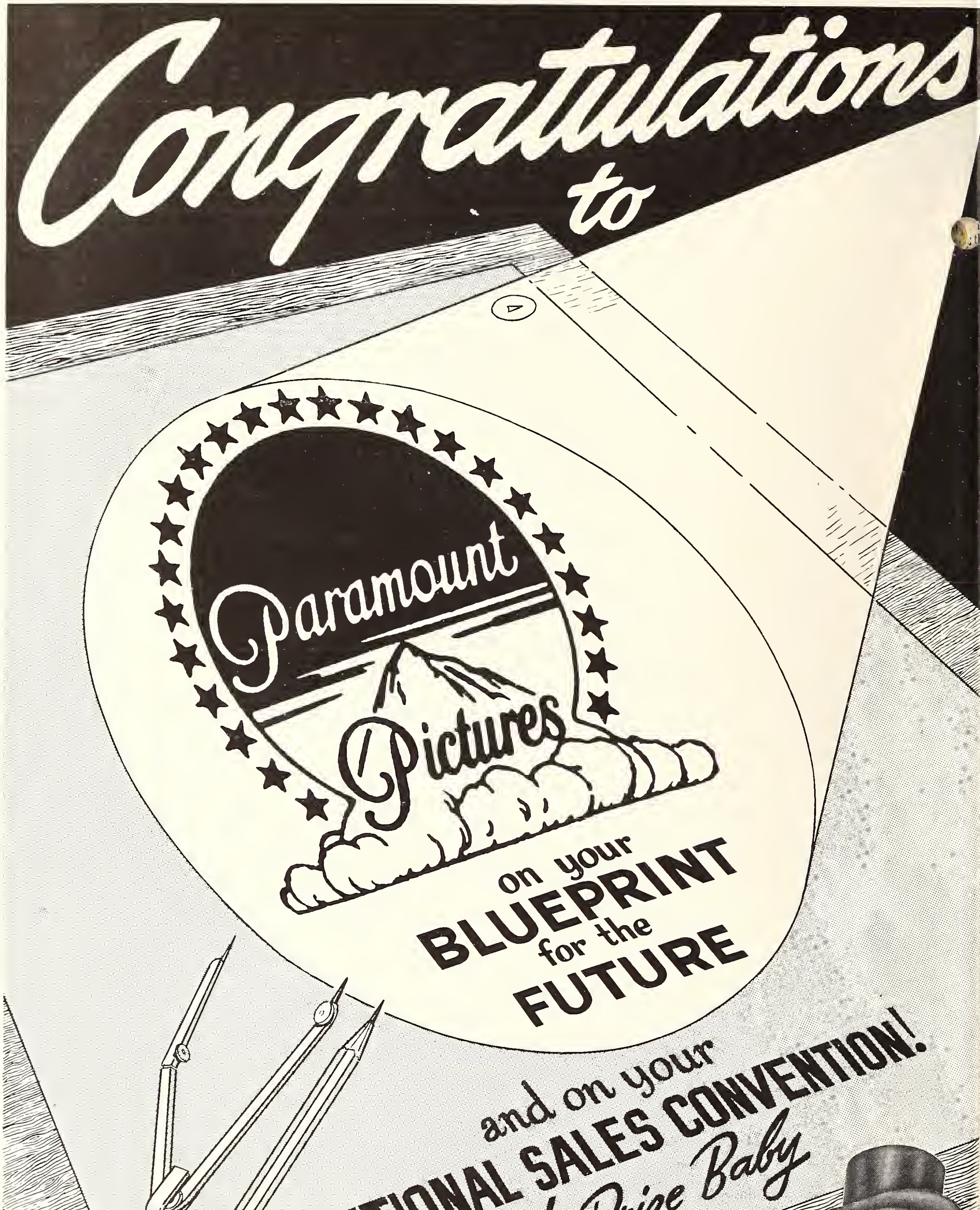
FAST ON THE DRAW
J. Ellison
D—55 min.
(Release: 5/19/50)

ROCKETSHIP XM
Lloyd Bridges
D—77 min.
(Release: 5/2)
(Rev. 5/3/50)

MOTOR PATROL
Don Castle
D—67 min.
Release: 6/6
(Rev. 5/10/50)

HI-JACKED
Jim Davis
Marsha Jones
D

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]



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bscriber 'Vision' Test re Planned, FCC Told

ASHINGTON, June 13.—Skia- Corp. today told the Federal nmunications Commission it has ay-as-you-go television system h is simpler and more economical Zenith's Phonevision.

President Arthur Levey said s firm hoped to have a pilot odel ready to show the Com- ssion by the fall, and that it uld then ask for permission make a test in the New York ea similar to the one Zenith planning for Chicago.

iatron's system is called "sub- er vision," Levey said. He add- iat the firm would not have called the Commission's attention yet for Zenith's "premature exploita-

(*Continued on page* 10)

nsky-Bailey Hired r TOA's FCC Bid

n the recommendation of the co- men of the Theatre Owners of rica's television committee, Nate ern and Robert O'Brien, TOA retained the consulting engineer- firm of Jansky and Bailey of hington to assist the organiza- in preparations for the forthcom- theatre television hearings before

(*Continued on page* 10)

leon Passes Its eferred Dividend

NDON, June 13.—J. Arthur Rank's on Theatres announced today that annot pay the dividend due June on its six per cent cumulative erence shares.

ne company also stated that it not practicable to issue an inter- inancial statement at this time but ared that its bank indebtedness

(*Continued on page* 7)

Pictures Must Be Tailored To Future Market: Balaban

HOLLYWOOD, June 13. — Pictures must be made today which have reasonable assurance of recouping their cost and returning a profit in the market in which they will be released one to three years from now, Barney Balaban, Paramount Pictures president, told the company's national sales convention here.

If there is no such assurance, then the picture should not be made, even though its producer could make it more cheaply today than he could have six months ago, Balaban said.

His convention remarks were directed at the necessity of bringing costs more closely into line with current and future market conditions, both at home and abroad.

(*Continued on page* 6)

Monogram Profits Up, Grosses Lag

Hollywood, June 13.—Operations of Monogram and its subsidiaries for the 39 weeks ending April 1, 1950, resulted in a profit of $123,788, which compares with a net loss of $463,090 for the same period last year, president Steve Broidy announced today.

Gross income for the period, after eliminating intercompany transactions, was $6,935,127, compared with $7,724,778 during the same period a year ago.

Hyde Elected Head Of Florida Group

MIAMI, June 13.—At the final meeting today of the Motion Picture Exhibitors of Florida Bolivar F. Hyde was elected president, along with the following additional officers:

Vice-president, L. A. Stein; treasurer, M. E. Hensler; secretary, William C. Cumba; Theatre Owners of America representative, Mitchell Wolfson; regional chairman and directors, Carl Floyd, Robert Cannon, Rufus Davis, Wolfson, Pete Lucas and E. D. Martin, chairman-at-large.

Kirsch Opens Drive To Kill 3% Ill. Tax

CHICAGO, June 13.—Efforts to have the three per cent state amusement tax on theatre admissions removed have been started by Jack Kirsch, Illinois Allied president.

Kirsch has sent out petitions to exhibitors throughout Illinois. The petitions, he reports, are being filled out rapidly. They will be sent to Martin J. Kennelly, Chicago mayor.

Elimination of the state tax, plus eventual reduction of the Federal tax, Kirsch feels, will spur theatre receipts.

Zoning and Bidding Plan Weighed for Minneapolis

MINNEAPOLIS, June 13.—Zoning and bidding for local neighborhood and suburban runs may be the answer of distributors to the many demands of independents for earlier runs. While distributors are barred by law from acting in concert on such trade practices, inquiries indicate that the thinking of branch managers in finding a solution to the clearance muddle here runs parallel to a pattern of zoning and bidding.

The proposed plan would work like

(*Continued on page* 7)

10,000 Palsy Gifts From Berle TV Show

Some 10,000 contributions to date have resulted from the Milton Berle televised "Show of the Year" in behalf of the United Cerebral Palsy campaign, according to Robert M. Weitman, city chairman for the drive. Since the telecast, which featured a score of stars last Saturday night, letters have poured in at the rate of more than 3,000 a day, Weitman

(*Continued on page* 2)

Top Exhibitors Air Views at Para. Meeting

Skouras, O'Donnell Ask Production Cooperation

LOS ANGELES, June 13.—A luncheon at which 30 exhibitors and circuit heads exchanged views with Paramount executives on problems confronting the industry at large highlighted the second day of the company's national sales convention.

After the exhibitors had called upon production to give them pictures capable of bringing patrons back to their theatres, Paramount Pictures president Barney Balaban declared a larger output by picture makers would help everybody concerned but added that exhibitors must extend themselves to sell the product for its utmost return.

Charles Skouras, who presented the

(*Continued on page* 6)

$50,000 'Jackpot' to Para. Sales Forces

LOS ANGELES, June 13.—A "jackpot" of $50,000 in prize money was awarded to winners in Paramount's "Gold Rush of '49" contest, conducted from Sept. 4 to Dec. 3 last year. A. W. Schwalberg, president of Paramount Film Distributing Corp., made the presentations to the winners at the organization's national convention at

(*Continued on page* 6)

Gillham Will Join Music Corp. July 17

Robert Gillham has resigned as Eastern advertising-publicity director of the Selznick Releasing Organization, effective Friday, to join the Music Corporation of America here as a radio and television executive.

Prior to assuming his new duties, Gillham will vacation for three weeks at Weekwachee Beach, Fla., a tourist

(*Continued on page* 10)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

Today the Paramount Convention Is Cheering PARAMOUNT'S GREATEST PRODUCT IN 38 YEARS! IN TOWN!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Coming Events

June 14—Associated Theatre Owners of Indiana directors' meeting and annual convention, French Lick Hotel, French Lick.
June 14—Paramount's national sales convention, Los Angeles.
June 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.
June 14-July 4—Motion picture industry participation in U. S. Savings Bond "Independence Drive."
June 15-16—M-G-M sales meeting, Royal York Hotel, Toronto.
June 15-17—Allied Theatre Owners of New Jersey annual convention, Hotel Traymore, Atlantic City.
June 17-20—Virginia Motion Picture Theatre Association annual meeting, Hotel Chamberlain, Old Point Comfort, Va.
June 21—Salt Lake City Motion Picture Club receives Variety International charter as Tent No. 38.
June 23—Warner Club annual boatride and outing on the Hudson River to Bear Mountain.
June 27—Monogram and Lippert Productions—sponsored exhibitor luncheon, I. E. Chadwick conducting discussions, Drake Hotel, Chicago.
June 27-28—New Mexico Theatres Association meeting, Silver City.
June 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.
June 29—"All Presidents' Dinner," amusement division of United Jewish Appeal, Hotel Waldorf-Astoria, New York.

Safety Stock for Britain Next Year

LONDON, June 13.—Eastman Kodak here states it will have a moderate supply of safety film available at a "very early date" and that a complete changeover to the new stock can be accomplished during 1951.

British exhibitors are anxious for a changeover to safety film at the earliest possible date since the government has drafted further safety regulations applicable to film vaults which will cost in excess of $1,000,000. However, enactment of the new regulations has been postponed on Cinematograph Exhibitor Association representations that safety film will soon be in general use.

10,000 Palsy Gifts

(*Continued from page* 1)

said. An estimated audience of 4,000,000 saw the three-hour Cerebral Palsy show, televised over 19 NBC-TV stations in 20 cities. The show differed from other radio and TV benefit shows in that no contribution pledges were requested by telephone.

The current $5,000,000 campaign is the first on a national scale to be conducted by the United Cerebral Palsy Associations, Inc., of which Leonard H. Goldenson is president. Bob Hope is national chairman of the drive.

Personal Mention

T. J. HARGRAVE, Eastman Kodak president, and MRS. HARGRAVE, BING CROSBY and IRVING BERLIN are among the passengers arriving here today from Europe on the *S. S. Queen Elizabeth.*

•

HAYES GOETZ, an M-G-M producer and the son of BEN GOETZ, in charge of M-G-M production in Britain, will arrive here on Tuesday from the Coast, en route to England. VICTOR SAVILLE, director, will accompany him.

•

CHRISTY WILBERT of the Charles Schlaifer Agency, and MRS. WILBERT are the parents of their third daughter, born Monday at Physicians Hospital, Jackson Heights, N. Y. C.

•

JACK CUMMINGS, M-G-M producer, and MRS. CUMMINGS are touring Canadian cities. They are at St. Johns, N. B., at present.

•

MIKE SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will leave here today for Toronto.

•

T. A. BARBIE, former manager of the Buckhead and Garden Hills theatres, Atlanta, has joined the staff of the Atlantan Hotel.

•

MANNY REINER, Selznick foreign films executive, returned here yesterday from a tour of South America.

JAMES R. GRAINGER, Republic distribution vice-president, and JOHN P. CURTIN, special sales representative, will leave here today for Boston.

•

CARMELA ROSETTI, secretary to JAMES BRACKEN, contract manager at Warner Theatres' New England zone office at New Haven, has been married to VINCENT MARENNA of that city.

•

LAWRENCE G. GEERING, of Famous Players Canadian Corp., has been elected governor of the Toronto chapter of the Institute of Internal Auditors.

•

F. T. MURRAY, Universal-International manager of branch operations, was in Memphis recently from New York.

•

MIKE CULLEN, Loew's district manager, has left San Francisco for his St. Louis headquarters.

•

ARTHUR GROOM, manager of Loew's State, Memphis, is vacationing in Florida.

•

CECIL VOGEL, manager of Loew's Palace, Memphis, will leave there next week for a vacation in Kentucky.

•

LEON ROBBINS, president of Rose Theatres, Tallahassee, Fla., visited Atlanta recently.

UA Board Meets Here On Sale Negotiations

Board of directors of United Artists at a meeting here yesterday was brought up to date on the status of negotiations looking to sale of control of the corporation to a West Coast group represented in meetings here by Harry Popkin and Joseph Justman. Session was a brief one and was followed by further meetings between Popkin, Justman and UA principals.

Meanwhile, both Justman and Popkin are holding up on delivering negatives of "Ellen" and "Three Husbands" for release pending developments in the overall situation at UA, according to reports here.

Michigan Golf Tourney

DETROIT, June 13.—Chief barker Jack Zide of Allied Film Exchange here, announces that the annual golf tournament of the Variety Club of Michigan will take place on June 26. Harry Gilbert, theatrical concessioner, is handling the event.

Baltimore to Golf June 23

BALTIMORE, June 13.—The Variety Club of Baltimore, Tent No. 19, expects guests from Philadelphia and Washington to attend its annual golf tournament scheduled for Friday, June 23 at the Suburban Club of Baltimore. For the first time in the history of the tent, ladies will take part in the contest. Spaulding Albert is general chairman.

Rank Managers Get Pay Cuts Restored

LONDON, June 13.—Circuits Management Association, which controls J. Arthur Rank's Odeon and Gaumont-British circuits, has announced that it is restoring to former levels the salaries of managers which were cut last January. The pay restoration will become effective on June 25.

The CMA said the move was taken in recognition of the cooperation it received in implementing essential economies. The Managers' Society said it will persist in its demand for a revision of its agreement with the Cinematograph Exhibitors Association, under which the cuts were originally made.

Arnall Due on Coast

HOLLYWOOD, June 13.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, is due to arrive here tonight to report to the SIMPP membership and board on the British film pact negotiations at the annual luncheon-meeting set for Thursday at the Beverly Hills Hotel.

Joseph Garrett, 81

COLUMBUS, O., June 13.—Joseph E. Garrett, 81, former employee of the Arlington and Grandview theatres here, is dead after a long illness. He was the father of Roger Garrett, former manager and organist of the University, now on the WBNS-TV staff.

Newsreel Parade

KING GEORGE's birthday
bration and Ben Hogan's
comeback are current newsreel
lights. Other items include
fashions and human interest su
Complete contents follow:

MOVIETONE NEWS, No. 48—Re
spy awaits trial. Corpus Christi
Rome. England marks King's bi
Daring dam workers. Cecile Aubry
usual plan for peace. Model races.
golf, racing.

NEWS OF THE DAY, N[illegible] **2**-
dent Truman with war-time [illegible]
Pius hailed by 500,000. Birthday for
England. Gen. Eisenhower at C
graduation. Aerial hitch-hiking. Ato
Sports: golf, racing.

PARAMOUNT NEWS, No. 85—
ground wins Belmont stakes. People
news: Harry Gold, Stanley Wo
President Truman. French expeditio
at South Pole. National open golf. T
of Britain's colors.

TELENEWS DIGEST, No. 24-A
way: memorial to FDR. Japan's ca
capers. Helicopter cops. King C
birthday celebration. Rome: P
progress. Winter preview of fashio
Hogan in golf comeback.

UNIVERSAL NEWS, No. 360—P
Truman blasts Reds. Corpus Christi
sion in Rome. Midget naval warfa
circus. Sports: Hogan makes golf
back. Middleground wins Belmont st

WARNER PATHE NEWS, No.
People in the news: President T
Harry Gold, National Press Queen
don's trouping of the colors for the
birthday. Hat fashions. Air circus
ginia. Sports: golf, racing.

Expect 2,500 Buy
At 'Rose' Exhibi

A total of 394 buyers, repres
top stores in 34 states, registere
ing the past two days at the
Rose" display in New York's
Warwick, where 20th Centu
has an exhibit of all of the 22
tions tied-in with the Technicol
duction.

Representing a buying poten
many millions of dollars wo
merchandise, the out-of-town
group is expected to reach a t
nearly 2,500 who will see the
this week.

Launched by the film comp
Monday, representatives of th
press, exhibitors in the Metro
area and representatives of th
ion field, gathered to inaugurat
20th-Fox described as "the g
promotional effort ever used
company on a single picture."

With the fall buying season
peak, it is expected that the
Rose" merchandise will be rep
ed in every important store
country by the time the pic
nationally released on Labor

Variety Tent Aids G

ALBANY, N. Y., June 13.—Th
Variety Club paid all expense
trip to New York today for
Jones, six, of Schenectady, a
mother, for a consultation wit
tor Daniel Kirby, noted eye s
The Negro child is sufferin
bilateral retinal detachments
complete loss of vision in
and partial loss in the other.
Kirby will operate, if possible,
vent a total loss of vision.

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Y First-Run rosses Off

-osses at New York first-runs off for the most part this week, rently hurt considerably by the onal weekend weather which lured to the beaches and other resorts. ite the appearance of seven new res in town only a few show- ; are doing better than average ne[illegible]nd many are running at a pa[illegible]e.

Vincnester '73" with John Payne, Murray and Al Donahue's orches- on stage is showing strength at Paramount where the initial 's gross is figured at $61,000. halt Jungle" with Charley Spi- band topping the stage bill is at the Capitol where the first 's gross is estimated at $43,000.

$70,000 at Roxy

ight and the City" with Desi Ar- and Lucille Ball on stage is head- r $70,000 in a good opening week he Roxy. "Rockinghorse Win- is relatively strong at the Park ue where about $8,500 is seen he first week.

eturn of the Frontiersman" with Calloway on stage should do t $25,000 in a very moderate first at the Strand. "Fortunes of ain Blood" is mild at the Rivoli h looks for about $12,000 in its week. "Please Believe Me" it take about $7,000 in a slow first at the Globe.

ontinuing to lead the town is her of the Bride" with a stage entation at the Music Hall. The ram drew about $83,000 Thurs- through Sunday and figures to up the week with a tremendous h week's take of $133,000; it will for a fifth week and possibly er.

'Annie' Holds Up

the State, "Annie Get Your ' is holding up well with about 00 in view for a seventh week. kie Robinson Story" is slipping ttle at the Astor where about 00 is still fairly good business indicated for a fourth week.

hird Man" continues on the profit at the Victoria with close to 00 likely for the 19th week. "City ts" on a moveover run at the s promises close to $11,000 for a d week, representing big business that house. "Rock Island Trail" luggish at the Mayfair where 0 is in prospect for a second .

exico Escapes a ippling Strike

EXICO CITY, June 13.—The trade lieved with the heading off of the ling strike that the National matographic Industry Workers on (STIC) had threatened against merged Churubusco and Azteca ios here if they insisted upon fir- union members, mostly makeup le, carpenters and laboratory ers, made surplus by the con- ation. The union was induced to ent to the firing of 16 of these bers, each with a cash indemni- ion of $1,150.

New Ark. Drive-ins

EMPHIS, June 13.—New drive-ins orrest City, Paris and Benton, all rkansas, have scheduled openings month.

Reviews

"Panic in the Streets"

(20th Century-Fox)

TOPNOTCH melodrama is the word for "Panic in the Streets." This story of a city threatened with an epidemic of pneumonic plague is removed from routine story channels, maintains a high degree of interest, has a mounting suspense and a tautness which no audience will escape.

Principal among its many characters are Richard Widmark, doctor attached to the U. S. Public Health Service and stationed in New Orleans; Paul Douglas, captain of the homicide squad, and Walter Palance, underworld character and killer who becomes the center of the chase along with his chief aide, Zero Mostel. New Orleans—its Vieux Carre, its waterfront and its seamy side at large—is an integral part of the dramatic scene and very much in the scenery, too.

The story has to do with the unidentified murder of Louis Charles. An autopsy at the morgue establishes that pneumonic plague—described as the most virulent form of bubonic plague—would have killed him if the bullets had not. Thus, Widmark enters the case. The core of the problem is to locate all those with whom the murdered man had contact, and this in 48 hours if the threat of a citywide epidemic is to be averted.

City officials generally line up with Widmark, his analysis and his fears. But the specific task of locating a cold trail falls to the lot of Douglas. It turns out to be a man-size job, ranging from a roundup of New Orleans' shady and suspected characters to checkups in "flop" houses, sleazy night clubs and the whole unsavory periphery of the city's slums. The intensive search brings its final reward when Palance and Mostel, about to smuggle aboard an outbound freighter, are caught. As the last of the carriers, or contacts with the disease, are apprehended, the city is judged to be safe once more.

Elia Kazan, disciple of a realistic school of direction, is in top form here. He manages with considerable success to heighten the performances of his characters with bold photographic values which augment mood. In themselves, many of the camera angles worked out with Joe MacDonald, director of photography, are responsible for accelerating excitement and suspense. There is also about "Panic in the Streets" a documentary flavor heightened by the use of authentic backgrounds. One of the tense-laden sequences takes place in a coffee factory with the police closing in on the escaping criminals.

The cast does a representatively good job. Palance, a newcomer, projects genuine menace and ruthlessness as the arch criminal. Mostel, principally known as a night club comedian, comes off well in a straight dramatic part. Barbara Bel Geddes, as Widmark's wife, is pleasant and agreeable to the eye; dramatically the demands on her are light. Richard Murphy's screenplay, from an adaptation by Daniel Fuchs, of a story by Edna and Edward Anhalt, reflects much experience and competence. Sol C. Siegel produced.

Running time, 93 minutes. Adult audience classification. September release.

RED KANN

"The Duchess of Idaho"

(Metro-Goldwyn-Mayer) *Hollywood, June* 13

ESTHER WILLIAMS, who crashed the "Top Ten" circle in the most recent *Motion Picture Herald—Fame* poll of exhibitors to determine the screen's leading "Money-Making Stars," is given plenty of marquee company in this Technicolor production by Joe Pasternak. Alongside her in the story proper are Van Johnson, John Lund and Paula Raymond. In the picture as guest stars are Lena Horne and Eleanor Powell, each contributing a sparkling number. Also present for a bit as himself is Red Skelton. Likewise Jukebox stars Connie Haines and Mel Torme. Plenty of names there to sell, with plenty of light comedy, music, dancing and swimming to satisfy the buyers.

The principal setting is Sun Valley, Idaho, which is fascinatingly photographed as a fabulous play-place of the ultra rich, and there are ski-ing sequences a-plenty without sacrificing those swimming numbers which are Miss Williams' special dish and her admirers' preferred diet. These numbers are, of course, in the grand and leisurely style. In mutually profitable contrast to these there are fast, jazzy song-and-dance sequences featuring Van Johnson as a bandleader whose snappy combo is as effective in a Pullman car routine as on the stand in a swank hotel dinner room.

The light little tale told by writers Dorothy Cooper and Jerry Davis, casts the Misses Williams and Raymond as roommates, the former a secretary to Lund, a young capitalist constantly under the designing interest of marriage-minded women, and the latter a star in her own show. It is one of Miss Raymond's duties to pose as her employer's fiancee whenever one of his girl friends closes in for the kill, and when he goes to Sun Valley Miss Williams, whom he does not know, goes there also, with the purpose of crowding him romantically to the point where he will send for Miss Raymond to rescue him. Johnson falls in love with Miss Williams, and she with him, but she goes through with her pretended romance with Lund until, with the unexpected arrival of Miss Raymond, complications pile up which are clarified ultimately to everybody's satisfaction. Directed by the dependable Robert Z. Leonard, the story rolls along without getting in the way of the production numbers, and vice versa.

Running time, 98 minutes. General audience classification. Release date, July 14.

WILLIAM R. WEAVER

Para. Loses 'Butterfly'

New York Federal Judge Edward A. Conger yesterday ruled against Paramount in an action for a declaratory judgment relating to the motion picture rights to Giacomo Puccini's opera "Madame Butterfly" which was brought by the New York music publishing house of G. Ricordi. The jurist ruled that the only film rights that Paramount has in connection with the opera are to the novel from which it was adapted and to a one-act play written by the late David Belasco.

Short Subject

"Flatbush, Florida"

(Paramount)

An interesting, behind-the-scenes glimpse of the Brooklyn Dodgers at work and relaxation at their spring training camp in Vero Beach, Fla., is offered in this Paramount Pacemaker subject. It makes an interesting story of general audience appeal, with such baseball notables caught by the camera as Robinson, Reese, Hermanski, Rickey and Shotton. The film centers around a 12-year-old boy who is fascinated by the team and dreams of one day playing with them. Running time, 11 minutes.

McCarthy Sees Hope For Avoidance of New Foreign Quotas

John G. McCarthy, head of the international division of the Motion Picture Association of America, told a meeting of film company foreign managers here yesterday that prospects are good for avoiding new film import quotas in Italy and Eastern Germany. He also said he is hopeful that the present limit of 121 film imports into France annually will be increased.

FBI Recovers 'Hot' 16mm. Prints in Fla.

MIAMI BEACH, Fla., June 13.—An FBI investigation of unauthorized 16mm. exhibitions at hotels during the past season has resulted in the recovery of "hot" prints of a dozen feature pictures. The films were turned over to Sargoy and Stein, New York, special counsel for major distributors in copyright matters, for their return to the owners.

The recovered films are: "Ladies' Man," "Blue Skies," "Kitty," "Our Hearts Are Growing Up," "Road to Utopia," "Golden Earrings" and "California," all Paramount; "Riverboat Rhythm" and "Without Reservations," RKO Radio; "Three Smart Girls Grow Up," "His Butler's Sister" and "Girl on the Spot," Universal.

Sentence Franklin on Citizenship Charge

CHICAGO, June 13.—Irwin Franklin, midwest representative of Artkino Pictures, Soviet film distributing agency, was sentenced to 18 months and one day in prison by Federal Judge Walter J. Labuy for falsifying citizenship. He was found guilty May 16 on seven counts of an indictment, six of which charged he falsely claimed to be a United States citizen, while the seventh recited that he failed to register as an alien during the war.

Germain with Dipson

BUFFALO, June 13.—Germain Germain has been named manager of the Palace Theatre in Jamestown, a Dipson operation. Germain at one time was manager at the Brooklyn Paramount and worked for the Century circuit, New York, for 10 years before joining Western Massachusetts Theatres.

M-G-M HAS STOPPE THIS!

Please read the editorials on the next page.

We are grateful to the trad press for their comments o M-G-M's forward-looking, constructive program of Leadership.

As "Annie Get Your Gun," "Father Of The Bride" and other M-G-M Pictures sho the way, M-G-M's product and aggressive policy bring action and optimism to the industry.

ANNIE GET
OUR GUN" (Tech.)
g On Broadway!
Everywhere!

"FATHER OF
THE BRIDE"
5th Week at Music Hall.
Breaking Records
Everywhere!

THE NEXT VOICE
YOU HEAR . . ."
Terrific Trade
Reviews! Next
at Music Hall!

"ASPHALT JUNGLE"
It will be on
1950's "Ten Best" List!

"CRISIS"—a Big One
for July!

HAPPY YEARS" (Tech.)
For Vacation Fun!

"DUCHESS OF IDAHO" (Tech.)
Wow Musical for July!

"THE BRIGHTER OUTLOOK"

from an Editorial by Ben Shlyen in Boxoffice Magazine

"Once again confidence is in the air and enthusiasm. It is firmly grounded and backed by several hundred million dollars of confident belief in the future of this great industry. For instance: At the recent sales convention of Metro-Goldwyn-Mayer, it was announced that a record number of pictures were ready for release in various stages of production. In all the total schedules approximately 100 features in which millions will be invested. Yes, the sky is clearing and the sun is shining again."

"CONFIDENCE WHEN NEEDED"

from an Editorial by Jay Emanuel in The Exhibitor

"The industry got something of a lift at the M-G-M Sales Meeting when they talked about M-G-M's studio program. They talked specifically or generally about more than 100 films. When a company is able to present to the trade its definite plans for the next 16 months, in black and white, amounting to an investment of millions it should act as a shot in the arm to the entire industry. By serving notice that it has confidence in the future, M-G-M is giving all of us a much needed lift."

"ASSURANCE OF CONFIDENCE"

from an Editorial by Terry Ramsaye in the M. P. Herald

"The M-G-M announcement is both an assurance of confidence in the tomorrow of the industry, and also a precedent-breaking expression from this company."

The Trade, The Press, The Public Agree

-G-M IS BETTER THAN EVER!

Top Exhibitors Air Views at Para. Meet

Quoting Balaban

(Continued from page 1)

Other points made by Balaban in his convention address follow.

•

"We dare not produce pictures that are too rich for the market. Too often we fall in love with an idea for a picture and can't be dissuaded by practical reasons from making it. The picture is made and made beautifully. But when the picture reaches the market we lose money on it.

"This experience has been repeated time and again. We simply cannot afford to have any more of them, no matter how gratifying the plaudits of the critics may be. Price, Waterhouse & Co. doesn't read the reviews in making up our profit and loss statement."

•

"Believe me, it's much easier to come to Hollywood and 'soft soap' our people about the 'great' job they are doing, than to deal with the facts as I find them.

"Honestly, I believe that I'd be doing you a grave injustice if I spoke otherwise. You have a stake in this business as much as I have.

"For many years our industry was reputed to have the highest paid employes of any industry in the country. I don't have to tell you that the public and the stockholders have been critical for a long time about these salary levels.

"Up to now, we've been able to justify these salaries because of the unique abilities of the people we employ and the results of their efforts.

"This is the time to prove the unique talents we've defended."

•

"Paramount can succeed only if our studio can convert what I have said into practical application. This calls for motion pictures of a type and quality having not only box-office appeal, but made at a cost to meet the market conditions which I have described to you."

•

"Every man in distribution must also carry his full share of the load. Every effort must be made to get our customers signed up with the best possible playing dates, at the right theatres and at proper terms. We must see to it that every customer gives our product the advertising and exploitation it deserves. This is no time for order-takers. The responsibility is yours and so is the opportunity."

•

"These times will test the measure of every man in our organization. The man who delivers will find an unequalled opportunity for recognition of his contribution to our efforts.

"Times like these bring forth new talent and leadership. You are the real architects and builders of our future."

•

"Our studio has one of the greatest reservoirs of production talent in this industry. Let's use it! Let's organize it to work to-

(Continued on page 7)

Schwalberg Is Luncheon Host

(Continued from page 1)

convention with copies of his National Theatres' "Let's Prove Movies Are Better Than Ever" booklet, said "exhibitors must be told how to sell and bring dollars back to their tills, and then they must go out and do the job."

R. J. O'Donnell, Texas circuit executive, decried overbooking as a widespread evil and told his listeners that "when you sell pictures one by one, you must sell to the right customer and he must do the right thing by you."

Hugh Bruen, former chairman of the Pacific Coast Conference of Independent Theatre Owners, cited 500 theatre closings since Jan. 1, saying, "Others are hanging on by a thin thread. I urge you producers to devise some way to ferret out the borderline houses now on the verge of closing and help them keep operating to weather the storm."

Balaban Replies

Balaban said in reply that "Hollywood must make more pictures. Ways and means should be found to make a third more than are now being filmed. If the exhibitor cannot find good product, he reaches wherever he must for movies to keep his screen lighted. It is up to us to provide them. I want to see more independent production, more foreign films, if they are good, but the major responsibility for providing product develops upon the guy with a bankroll, the man who can spend wisely and build up a backlog."

A. W. Schwalberg, president of Paramount Film Distributing Corp., acted as host at the luncheon.

Among those present were: Marco Wolff, Harry Arthur, Sr., and Harry Arthur, Jr., of the Paramount Theatres, Los Angeles and Hollywood; Milton Arthur, Cabart Theatre Corp.; Roy Wolff, Southside Theatres; from Warner, J. R. Rogers, Ben Wallerstein and Leo Miller.

Fox West Coast: Cullen Espy, Pete Lundgren and Bert Pirosh; Earle Johnson and Selby Carr of the Earle Johnson Booking and Buying Agency; Ted Jones and Henry Lockhart, Western Amusement Co. and Jones Enterprises, Inc.; Ken Derby and Ish White, Security Theatres; Gus Diamond, Calpac Operating Co.; Harry Rackin and Syd Lehman of Exhibitors' Service.

Weltner a Speaker

Others were: Eddie Zabel and George Bowser, Fox West Coast; James Edwards, Edwards Theatres; Mike Rosenberg, Principal Theatres; Charles Caballero, Calpac Operating Co.; Harry Vinnicof, Southern California Amusement Co.; Pat De Cicco and Fred Stein, United Artists Theatres of California, and Joseph Schenck, of United Artists Theatres.

At the convention proper, holding its second-day sessions at the Ambassador Hotel, George Weltner, president of Paramount International, told the assembled distribution people that foreign problems are different than the domestic but are equally severe. Television is no competition abroad, he said, but money convertibility regulations are so stringent that by the time revenues have been changed into dollars the amounts are sharply reduced. He said the company now has about $5,000,000 frozen in various foreign countries.

Traces Ad History

Rudolph Montagles, of the Buchanan agency, traced the advertising history during 30 years of handling the Paramount account, saying 30 members of the agency personnel handle Paramount matters only.

Paul Raibourn, president of Paramount's Television Productions, addressed the convention on the outlook for television, and predicted practical color video for both theatre and home within twelve months.

Schwalberg Cites 17 Named to 100% Club

LOS ANGELES, June 13.—The 17 members of Paramount's distributing organization, including 12 salesmen and five booking managers, named to Paramount's 100 Per Cent Club for 1950 for outstanding performance, by A. W. Schwalberg, president of Paramount Film Distributing Corp., with the years they joined Paramount, follow:

Eastern and Southern division: James I. Doyle, salesman (1938), Cincinnati; Ralph T. Garman, booking manager (1919), Philadelphia, previously a member in 1947; John Himmelein, salesman (1923), Detroit, member in 1927; Foster A. Hotard, booking manager (1945), New Orleans; Edgar E. Shinn, salesman (1919), New Orleans, member in 1933 and 1936; William R. Word, Jr., salesman (1930), Atlanta.

Central division: Lou Godlberg, salesman (1920), Chicago, member 1926; Pearl W. Robbins, salesman (1924), Des Moines, member 1934; Charles H. Snyder, salesman (1942), Minneapolis, posthumous award; William Soper, booking manager (1941), Minneapolis.

South Central division: H. K. Buchanan, booking manager (1943), Oklahoma City; Thomas S. Donahue, salesman (1936), Memphis; William Sebe Miller, salesman (1936), Dallas, member 1944.

Western division: Harlan Brunt, booking manager (1937), Los Angeles; Jack L. Stevenson, salesman (1947), San Francisco; James Harry Swonson, salesman (1948), Salt Lake City.

Canada: Romeo Goudreau, salesman (1941), Montreal, member in 1948.

Nat Holt Eliminates Trick Photography

HOLLYWOOD, June 13.—Nat Holt, independent producer, has eliminated transparency, or process background photography in his pictures.

Branding transparency as "a makeshift which has long been overdone," Nat Holt, producing "The Great Missouri Raid" in Technicolor as his first feature for Paramount, revealed that the picture is being staged for direct photography throughout. The film will star Wendell Corey, Macdonald Carey and Ellen Drew. Gordon Douglas directs.

Holt said that he doubts if most audiences are consciously aware of process backgrounds, but that subconsciously they are disappointed by anything visual that fails to look real.

Neat 'Profit' Turne
By Para. Conventio

**Los Angeles, June 13—I
effect, Paramount's conve
tion here isn't costing th
company anything.**

**"We estimated the cost
the convention at $1[illegible] 000
Eastern division [illegible]
Hugh Owen explained [illegible] th
gathering today, "and th
division managers organiz
a secret drive for that amou
of extra business for th
week ending June 17. Our
branches actually turned
$314,368 in extra business."**

**Paramount mathematicia
figure that the convention a
tually brought an indirect a
ditional "profit" of ov
$200,000!**

Paramount 'Jackp

(Continued from page 1)

the Ambassador Hotel, first-prize
ner being the Des Moines br
with Oklahoma City second
Memphis third. Runners-up, in c
were Portland, Atlanta, Albany,
Lake City, Dallas, Chicago, Om

Each branch operated as a
with the keynote "Progress Thr
Teamwork." Sharing in the
money are branch managers,
managers, salesmen, booking m
gers, office managers and boo
Other personnel of the top
branches also participated.

$5,000 Special Fund

For the second year, as part o
general contest, a special fun
$5,000 was allocated as an adde
centive and awarded to Param
eers judged to have scored outs
ing performance "above and be
the call of duty" but who did
share in the general awards.
participating in this special fund
determined by a committee of di
managers headed by Schwalberg
E. K. ("Ted") O'Shea.

Also presented were $2,500 in
to bookers, offered by William
and William Thomas as part o
"Gold Rush" campaign, for s
effort on Pine-Thomas produc
The top five branches which s
this fund are, in order, New H
Detroit, San Francisco, Jackso
and Pittsburgh.

The $5,000 special fund was s
for outstanding performers not
ing in the general contest.
went to the following individuals

W. Gordon Bradley, New Orlean
Neal East, San Francisco; Myron S
New York; Robert Clark, San Fra
M. S. Anderson, San Francisco; Lou
bach, Cleveland; Tillie M. Chalk, D
T. Lloyd Henrich, Dallas; Mathew
Philadelphia; Verlin Osborne, Dallas
Perley, New York; John Shurrer
waukee; James Smith, Indianapolis; V
C. Soper, Minneapolis; Marjorie C. Tr
Jacksonville.

Salesmen: E. G. Chumley, Cha
George DeVine, Indianapolis; J. B. G
Cleveland; John Himmelein, Detroit;
B. Lund, Minneapolis; John McMaho
falo; William W. Sharpe, St. Louis
Stevenson, San Francisco; Frank V.
as, Kansas City; King Trimble, San
cisco.

New York was the highest b
in a booker-salesman's drive
did not place in the general c
and therefore was given recog
in the $5,000 Special Fund.

elay RKO, eade Split

hat RKO and Walter Reade might come to an agreement on split- up their jointly-owned Trenton- Brunswick Theatres was indi- d yesterday following a new post- ment of a court hearing on the D petition for appointment of a ee. [illegible] dissolve the circuit.

oll[illegible]g months of negotiations, D filed the action early this year ew Jersey State Court, Trenton. earing is now scheduled there late month, but an agreement on a ration between RKO and Reade ld remove the necessity of this, ourse.

nce both sides were wide apart erms for a cash transaction, it is ved that a numerical division of 13-house circuit will decide the e. RKO recently entered such an ngement with Skouras Theatres, York, with a court-appointed ap- ser estimating the value of their ly-owned nine houses in this area.

laban Quotes

(*Continued from page* 6)

ther as a team. Every available rson who can make a contribu- on to the success of a picture ould be encouraged to pool his lents with the others for the mmon good."

●

f since 1946 costs of production distribution had been reduced he same proportion as the de- e in our revenues, I would be ing an entirely different kind talk at this time.

he root of our present trouble hat production costs and distri- on costs had no difficulty in ping pace with rising revenues ng the war, but when revenues pped sharply during the post- period, costs of labor, mate- s and services remained at sub- tially wartime levels."

●

he standards of the past belong to her world. The only thinking and ning that will produce results r present conditions are those d on the realities of the future.

I can't impress upon you too strong- hat anyone who thinks of the next in terms of last year is building false foundation that will destroy only him but us. Forget last year's res! They bear no more relation resent day realities than the stan- ds of silent picture days."

●

"In 1950, on the basis of pres- t available information, the 50 p-grossing pictures of this year ill turn in domestic grosses nging from $1,500,000 to about ,000,000. In 1946, the 50th pic- re from the top grossed $2,400,- 0 in this country."

ank's Ealing Slates our New Pictures

ngland's Ealing Studios, with Sir hael Balcon in charge of produc- , has announced four new films to commenced within the next few ks, according to the J. Arthur k Organization office here. They : "The Lavender Hill Mob," ol of London," "The Man in the ite Suit" and "The African Story."

Review

"The White Tower"

(*RKO Radio*)

A MOTION PICTURE of considerable philosophic substance and visual fulfillment, "The White Tower," starring Glenn Ford, Valli, Claude Rains and Oscar Homolka, is an unusual offering in its class, combining with the aforementioned qualities a commercial flavor that should make it well worth any exhibitor's playing time.

Filmed in life-like Technicolor amid the scenic splendor of the Swiss Alps. Sid Rogell's production of James Ramsey Ullman's novel about a daring mountain climbing expedition emerges as an allegory of compelling force. The mountain of the title stands as the symbol of life's challenge; the unattained snow-mantled pinnacle signifies worldly success; the five men and a girl who undertake the arduous ascent reflect the varied human personalities—good, bad and indifferent—that are fashioned by the hardships, frustrations, encouragements and drives associated with the climb toward the goals that life sets.

This is a parable bristling with suspense. And while the story's message is clearly defined, particularly in the dialogue, its romance, action, heroism and villainy justify its being accepted as sheer vicarious adventure. Thus, "The White Tower" should have more or less universal audience appeal.

The principals in the assault upon the vertical cliffs are Valli, who would conquer the mountain to avenge her father who lost his life in an earlier attempt; Ford,. diffident ex-G. I who went along "for the walk" and for love of the girl; Lloyd Bridges, former Nazi air ace who is driven only by lust for conquest and who loses patience with the "weaklings" to whom he is required to lend a hand in the ascent. One of these "weaklings" is novelist Rains —a failure in the climb as he was in his writing—who at the halfway point retreats to the bottle and with despairing mockery chooses suicide rather than face his wife's contempt. Then there is elderly botanist Sir Cedric Hardwicke who, knowing when he has had enough, makes his way back to the valley in the relatively early stages of the climb. Finally, there is Homolka, in the role of the religious peasant guide—the counterpart of the man of God in every day life—whose major concern is for the safety and well being of his fellow climbers. To Bridges the guide is a "superstitious peasant" who insists on delaying the ascent by helping along the less expert members of the party.

The photography in "The White Tower" is a *tour de force.* In the hands of Ray Rennahan, ASC, the camera produces some of the most exquisite shots of the Alps ever to be brought to the screen. And director Ted Tetzlaff has succeeded in combining with this visual achievement the movement and pace required for the maintenance of maximum audience interest. Performances are convincing throughout, support being rendered by June Clayworth, Lotte Stein, Fred Essler and Edit Angold. The tight, well-written screenplay was by Paul Jarrico. Its climax is forceful and exciting, although a violent death for Bridges, its symbolism clear, comes as no real surprise.

Running time, 98 minutes. General audience classification. Release date, June 24.

CHARLES L. FRANKE

Mexico Has Millions Invested in Films

MEXICO CITY, June 13.—The Mexican government, through the film industry's own bank, the semi-official Banco Nacional Cinematografico, is a heavy investor in the trade, revealed Andres Serra Rojas, the bank's director general. He estimates the government's film investment at about $5,000,000, mostly in credits to producers and backing studios and theatre circuits.

Meanwhile, President Miguel Aleman has told producers that better stories are what Mexican pictures need most. Aleman emphasized this in a press conference discussion of the Mexican industry.

Declaring that Mexican producers must realize that they have keener competition at home and abroad, Aleman recommended that they "surround themselves with expert writers who know how to produce stories that really interest the public." He pointed out that the Mexican government has helped the Mexican film industry much and said it is now time for the trade to help itself. The best way to do that, Aleman said, is to use higher quality stories.

Foreign Filming of Several for 20th-Fox

HOLLYWOOD, June 13.—Strung halfway around the world, location companies of 20th Century-Fox are currently readying six pictures in widely divergent parts of the globe, with five others in as many countries scheduled.

In the Philippines, Tyrone Power and Micheline Prelle are working in "American Guerrilla in the Philippines" under the direction of Fritz Lang.

Out at Camp Pendleton, Lower California, another troupe under the aegis of Lewis Milestone is at work on "Halls of Montezuma."

In New York, Henry Hathaway is preparing to film "Fourteen Hours" with Paul Douglas and Richard Basehart.

On location in the South, the "I'd Climb the Highest Mountain" company, under the guidance of Henry King, is busy in Cleveland, Ga.

Jean Negulesco is in England preparing for "The Mudlark," with Irene Dunne.

Also, 20th-Fox pictures are scheduled to be filmed in Australia, Newfoundland, Haiti, France and Germany.

Midwest Buys N. J. Sites

Mid-West Drive-in, Boston outdoor theatre circuit, has purchased a 22-acre tract near Livingston, N. J., for the erection of a 1,200-car garden-type drive-in, it is announced here by Berk and Krumgold, theatre realty specialists who handled the deal. Previously Mid-West bought similar tracts near Rutherford and Saddle River Township, both in New Jersey.

Harry Abbott Named 'IA' Vice-President

Philadelphia, June 13.—Harry Abbott, president of IATSE Projectionists Local No. 37 here, has been appointed eighth vice-president of the "IA" to fill the unexpired term of the late William C. Barrett, who died in Los Angeles early in the spring.

Abbott's appointment is expected to result in his being a candidate for the post in the elections which will be held at the biennial "IA" convention in August.

Air Charges, Take No Action at NCA Forced Sales Meet

MINNEAPOLIS, June 13.—North Central Allied's special meeting of Twin Cities exhibitors to air forced sales resulted in strictly a "gripe" session with no definite action proposed to halt the practice.

Complaints centered around an alleged tie-in by RKO Radio of other product with "Cinderella"; Paramount's reputed demands for must percentage in all situations on "Riding High," and the 20th-Fox reported sale of a 42-day run on "Wabash Avenue" to the Hilltop Drive-in.

Further study of the alleged practice will be made at another meeting to discuss action scheduled in about two weeks.

It developed at the session that the Hilltop scored "sensational grosses" in a full week's run of "Cheaper by the Dozen" in the 49-day slot at first-run scales in the first time any picture played a week at a drive-in in this area.

Zoning and Bidding

(*Continued from page* 1)

this: All subsequent runs would be notified by an exchange of availability dates for designated 28, 35, 42 and 49-day runs, together with the minimum rental guarantee acceptable, plus percentage to a split figure. Theatres in each zone, regardless of capacity and potential earning ability would be awarded the "run" contracted for and in the event no theatre in the zone should meet the terms listed such runs would be by-passed by the exchange.

Unofficially, the flat guarantee, against percentage to a split, will be about $700 for a 28-day run; $600 for a 35-day run and the 42 and 49-day runs would be scaled proportionately downward. Terms for the runs behind the 49-day availability would be negotiated picture-by-picture and theatre-by-theatre.

Passes Dividend

(*Continued from page* 1)

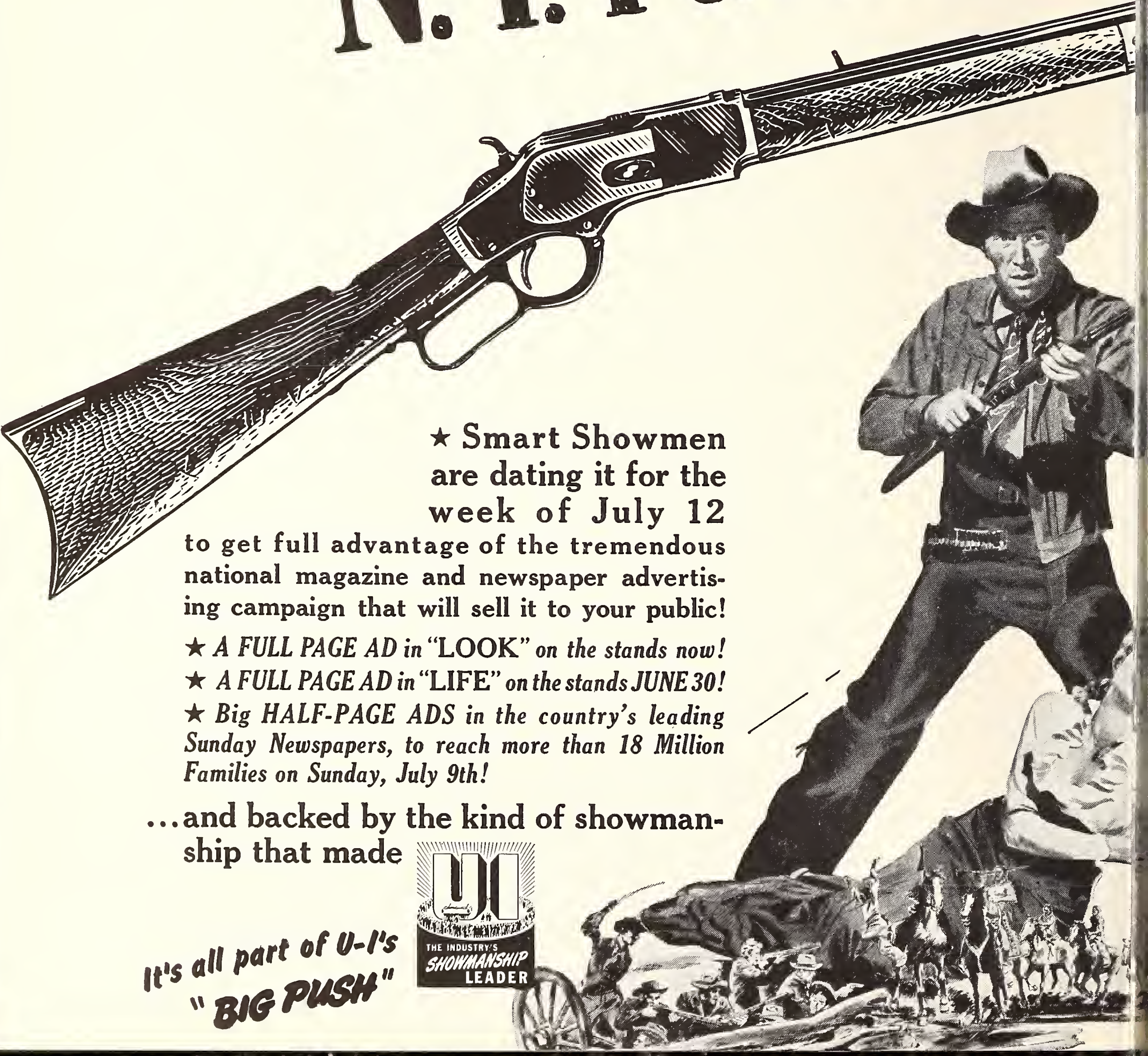
had been reduced by £2,000,000 during the year and that audited accounts will be available to shareholders in September.

Sir Michael Balcon has been added to the Odeon board, replacing F. Stanley Bates who resigned today.

The Gun that Wo

Scores a Bull's Ey

N.Y. Paramou



★ Smart Showmen are dating it for the week of July 12 to get full advantage of the tremendous national magazine and newspaper advertising campaign that will sell it to your public!

★ *A FULL PAGE AD in* "LOOK" *on the stands now!*

★ *A FULL PAGE AD in* "LIFE" *on the stands JUNE 30!*

★ *Big HALF-PAGE ADS in the country's leading Sunday Newspapers, to reach more than 18 Million Families on Sunday, July 9th!*

...and backed by the kind of showmanship that made U-I THE INDUSTRY'S SHOWMANSHIP LEADER

It's all part of U-I's "BIG PUSH"

ne West

t

!

JAMES STEWART SHELLEY WINTERS
"WINCHESTER '73"
IN PERSON JOHN PAYNE JAN MURRAY
EXTRA PATRICIA MORISON
PARAMOUNT
ON SCREEN JAMES STEWART SHELLEY WINTERS
IN "WINCHESTER '73"
IN PERSON JOHN PAYNE JAN MURRAY
EXTRA PATRICIA MORISON

It's OUT-GROSSING the fancy 'Francis' figure by more than 25%!

"Bang-Up Entertainment" says N.Y. JOURNAL . . . . . "An All-Out Pulse-Pounding Experience!" says N.Y. DAILY MIRROR . . . . . "Fast Moving!" says N.Y. TIMES . . . . . "Altogether superior saga of the winning of the West" says HERALD-TRIBUNE . . . . . "Top grade western. This one is the critics choice" says N.Y. POST

"Winchester '73 hits a Western Bull's-Eye" says N.Y. WORLD-TELEGRAM

JAMES **STEWART** · SHELLEY **WINTERS** · DAN **DURYEA** · STEPHEN **McNALLY**

WINCHESTER '73

with MILLARD MITCHELL · CHARLES DRAKE · JOHN McINTIRE · WILL GEER · JAY C. FLIPPEN

Screenplay by ROBERT L. RICHARDS and BORDEN CHASE · Directed by ANTHONY MANN · Produced by AARON ROSENBERG

Dutch End Controls, MPA Restores Them

Washington, June 13.—The Netherlands has abolished controls over admission prices in Dutch theatres but the Netherlands Motion Picture Association stepped in and established its own, the U. S. Commerce Department reports.

Film chief Nathan D. Golden said that immediately after a decree abolished government controls, "the Motion Picture Association told members not to raise or lower admission rates without the Association's permission."

Multi-Million Dollar Union Suit Delayed

Los Angeles, June 13.—Decision on the defense motion to dismiss the multi-million-dollar Conference of Studio Unions' suit against major studios and the IATSE, charging conspiracy in connection with the 1946 studio strike, was postponed today to Oct. 10 by Federal Judge William C. Mathes. Postponement was necessary to await an appeal.

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Reviews

"Johnny One-Eye"

(Bogeaus-United Artists)

A GANGSTER melodrama adapted from Damon Runyon's story of the same name, "Johnny One-Eye" is a pleasing concoction of events both sinister and sentimental. The picture was made in conventional mold, but studded throughout are individualized touches. Pat O'Brien, Wayne Morris and Dolores Moran head the cast of the Benedict Bogeaus production, with little Gayle Reed making her screen debut.

Set in New York in the gangster era of some years back, the early sequences of the picture find O'Brien, a retired racketeer who has grown wealthy and respectable. Suddenly an ambitious district attorney with an eye to the governor's mansion sets plans to have O'Brien indicted because of past crimes. O'Brien looks up Wayne, an old partner-in-crime, and now an enemy, to see if he has done any singing to the "D.A." Attempting to wring a confession from him, O'Brien has to shoot a thug and in turn is shot. Now a fugitive, O'Brien vows vengeance against Wayne. Hunted by police and Wayne, O'Brien takes refuge in a deserted house. In comes a nondescript dog with an injured eye and O'Brien forthwith dubs him "Johnny One-Eye." Presently O'Brien has another visitor, the dog's young mistress, Miss Reed. A Runyonesque friendship between the three develops. As Miss Reed's mother, Miss Moran, is the girl friend of Wayne. All personalities are interwoven until the climax is reached as O'Brien and Wayne shoot each other. There is also a triumph of sentiment in the finale. Robert Florey directed, from a screenplay by Richard H. Landau.

Running time, 78 minutes. General audience classification.

MANDEL HERBSTMAN

"Bond Street"

(Associated British-World Screen-Plays—Stratford Pictures)

THE British have again sent over an episodic picture after the fashion of "Quartet," but in "Bond Street" there is some semblance of continuity to the parts that make up the whole instead of four completely unrelated stories. Good acting gives this offering some interest for the discriminating theatre-goer but it falls far short of the excellence and subtlety of "Quartet."

Unfolded against the background of a fashionable dress salon, the first episode involves two mothers, one a seamstress and the other a customer. The second is a melodrama about a thief who steals some pearls and then hides out in the apartment of a model whom he has just met; they spend a night together and she falls in love for the first time. However, he betrays her love and is finally caught for his crime. The third sub-plot takes one through the day in the life of a lame veil mender, her scoundrel husband and a young ex-flier who befriends her. He stands up to the blackmailing husband and gives the girl a promise of rescue from her bitter past. Finally, the bridal bouquet is brought in slightly in a comedy sequence when Roland Young, father of the bride, saves his future son-in-law from the trap of a former sweetheart. The latter part is played admirably by Paula Valenska, who is being introduced in this picture.

The experienced cast also includes Ronald Howard and Jean Kent as well as many others. Anatole De Grunwald produced and wrote the screenplay which was based on episodes by Terence Rattigan, Rodney Ackland and himself, from an original idea by J. G. Brown. Gordon Parry directed.

Running time, 106 minutes. General audience classification.

TOA's FCC Bid

(Continued from page 1)

the Federal Communications Commission, it is reported by Gael Sullivan, TOA executive director.

The engineering firm will work under the direction of Halpern and O'Brien, together with Marcus Cohn, TOA television counsel. "Preparations for the forthcoming hearings on theatre television channels will go into high gear, and TOA expects to develop the best possible case and establish clearly that theatre television is entitled to air channels in the public interest, convenience and necessity," Sullivan said.

A TOA statement described Jansky and Bailey as "one of the leading consulting engineering firms specializing in matters before the FCC." The firm is headed by C. M. Jansky, Jr., and Stuart L. Bailey, former presidents of the Institute of Radio Engineers. For nearly 20 years the firm has handled engineering matters before the Commission, specializing in frequency allocation problems.

Kincey to Build in N. C.

CHARLOTTE, June 13.—Strand Theatres has purchased additional property which will give the company an entire block front for the construction of a new theatre, it is announced.

Phonevision Rival

(Continued from page 1)

tion" of Phonevision, and that he wanted to assure the FCC Phonevision would have no monopoly.

In the Skiatron system, according to Levey, an unscrambler is built into the set. The subscriber gets the program by using a special key, which is changed periodically. No phone tie-in is needed. Current sets could be converted to the new system by changing just one inexpensive tube, he declared.

Levey reminded the FCC that Paramount Pictures and General Precision Equipment Corp. no longer have any interest in Skiatron, thus further easing anti-trust tension.

Distribute Svensk Films

MINNEAPOLIS, June 13.—Local distributor for a number of Swedish films is being sought by the recently-organized Arthur Davis Associates in the Minneapolis territory, it was disclosed by general manager Dave Rubin. Home office of the Davis group is in New York City. First Davis film for the Svensk houses is "Girls in Every Port," musical comedy starring Nils Poppe and Cecile Ossbahr. Film was produced with cooperation of the Swedish navy.

Found: Bright Spo
For US Films in SA

Washington, June 13.—Th
U. S. Commerce Departmer
says that the South America
country of Colombia is one
the brighter foreign spots fo
the film industry.

Exchange problems hav
largely been solved with
five-year, 60-payment pla
proposed by the governmer
and accepted by distributor
Also, there are no [illegible]ri
tions on the number [illegible]lm
imported. U. S. films still a
count for 61 per cent of a
features. Fourteen new thea
tres have been built in th
last 12 months.

Mexican Army Hel
Republic's 'Iwo Jin

MEXICO CITY, June 13.—Rep
effectively sold "Sands of Iwo J
with one of the most sensational
lyhoos ever staged here, for the
ture's Mexican premiere at the
Cine Alameda. Mexican infantr
in battle dress, plus Army tanks
anti-aircraft units massed befor
theatre on the opening night.
first performance had a gross o
890, a new high for here on a
mittance charge of 57 cents. The
lyhoo was arranged by Eduard
Vidal, local Republic manager,
Walter H. Manley of Republic's
York office.

Gillham to MCA

(Continued from page 1)

development which he heads as
dent of the St. Petersburg S
Corp. His activities at Music
will commence on July 17.

Formerly vice-president in c
of television for the J. Walter Th
son Advertising Agency here,
ham was at one time advertising
licity director for Paramount.
executive background also inc
posts with Montgomery Ward
Victor Talking Machine Co.
Tiger Oil Co.

Tap 'General' for Ma

Los ANGELES, June 13.—The
can film, "The General and the
rita," has been called the best fo
picture for May by the Motion P
Women's Council of America,
represents women's clubs, church
PTA organizations throughou
country. The film, which co
Pedro Armendariz and Maria
is distributed in the U. S. by A
Films.

BOOK "THE CAMPUS" in
the week of the Fourth of J

Program Notes: Excellent accomm
tions in private Cottages and De
Cabins. Finest food and personal ser
Golf, Tennis, Swimming and Ri
Dancing, Games and Movies in the
Campus Playhouse.
Scenery: The Pocono Mountains.
Admission Prices: $9.00 per day or $
per week, including meals. Special
discount to Film Industry members
send in or present this ad.
Wire, phone or write for reservati

THE CAMPUS, Bushkill,
Phone Bushkill 51

Bless You, Fellas, for "Giving Me the Gun"!

Misters Mayer, Schary, Mannix,
Freed, Berlin, Sidney, Sheldon, Alton,
Rosher, and all the wonderful people
who had so much to do with
"Annie Get Your Gun."

Love,

Betty Hutton

P.S. And a big thank you to Pa Lastfogel

P.P.S. And a special thanks to Henry Ginsberg

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The comprehensive statistical annual and reference book of the motion picture, widely used within the industry, by the press and research organizations here and abroad.

FAME

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L. [illegible] NO. 115 NEW YORK, U. S. A., THURSDAY, JUNE 15, 1950 TEN CENTS

love to Close 'ax Loopholes 1 Production

ouse Committee Hits ıpital Gains Deals

.VASHINGTON, June 14. — The use Ways and Means Commit- voted today to make it clear t motion picture producers, tal- and other film workers cannot use called "collapsible corporations" to their taxes.

The Treasury Department ttacked this device as one of he possible loopholes in the resent tax laws. It said that roducers have used this method to avoid paying individual ıcome taxes ranging as high s 82 per cent and corporate

(Continued on page 5)

7-Million from 'amson' by Oct. 1, chwalberg Says

.os ANGELES, June 14.—Pre-release agements of "Samson and Delilah," ich to date total 1,050, will con- ıe until Oct. 1, at which time max- ım penetration throughout the U.S. l Canada will be reached, A. W. ıwalberg, president of Paramount m Distributing Corporation, said an address to the Paramount sales .vention delegates at the Hotel Am- sador here.

uccess of the pre-release engage- nts, he pointed out, could be esti- ted by the fact that the anticipated ss from them will probably reach

(Continued on page 5)

)%VoluntaryQuota or US Firms in Italy

The arrangement under which dis- ɔutor members of the Motion Pic- e Association of America will ex- 't fewer features to Italy will be ler a voluntary agreement whereby

(Continued on page 4)

Expect NJ Allied Convention to Push Snaper Draft

ATLANTIC CITY, June 14.—As arrangements were being completed here today for tomorrow's opening at the Hotel Traymore of Allied Theatre Owners of New Jersey's 31st annual convention, the consensus among early-arriving delegates was that Wilbur Snaper will be drafted for a second successive term as the organization's president.

A nominating committee is expected to be selected at one of the business sessions tomorrow.

By Friday, scores of New Jersey Allied members and guests will have registered to attend the various busi-

(Continued on page 4)

File $1,177,875 Suit In Salt Lake City

SALT LAKE CITY, June 14.—An anti-trust action seeking damages of $1,177,875 against the eight major distributors, together with Intermountain Theatres, Inc., a Paramount affiliate, was filed here today in U.S. District Court by Fred A. Weller, Los Angeles exhibitor counsel, on behalf of James A. Christensen, owner of Salt Lake's Arcade Theatre.

The complaint attacks an alleged arbitrary clearance system which, it stated, has been in existence in the

(Continued on page 4)

Wald Leaving WB To Form Own Firm

Hollywood, June 14.—Producer Jerry Wald is in the final stages of negotiations for release from his Warner contract for a cash consideration of $100,000 and will set up an independent producing organization to release through RKO Radio. It is understood that Howard Hughes is financing settlement of the Warner contract, with Wald to repay him over a period from proceeds of his future productions, which RKO will finance. Norman Krasna will be associated with Wald in the new setup. Wald has been with Warner 19 years.

Individual Attention For All Films: Jessel

FRENCH LICK SPRINGS, Ind., June 14.—"There are few hick towns in the United States anymore," George Jessel, 20th-Fox producer, told the annual spring convention of Associated Theatre Owners of Indiana held here. "Therefore, theatremen should see every possible picture they play so that each booking will have an individual campaign by the local exhibitor," Jessel added. Better product will answer competition, he said.

Sam Shain, 20th-Fox New York

(Continued on page 4)

20th-Fox First Special Video Trailer Test Brings Response, Company Says

First TV trailer test on 20th Century-Fox's "The Gunfighter" has given the picture "an outstanding start" at the Fox Theatre in San Francisco, it was reported by the home office yesterday. "Survey of the pulling power of the trailers has shown the medium to bring strong box-office response," the company stated.

Pattern of action in connection with the TV trailers follows a plan which will be adapted for future pictures, it was said. Available for TV are four trailers, one of one-minute length and three others each running 20 seconds. In San Francisco, with the film opening on the weekend, all told 30 TV shots were used on three channels three days in advance and on the opening day.

With TV trailers being planned for all of the company's future productions, it is expected that the individual TV campaign will usually begin on a Sunday before the opening with full saturation being based on a schedule of 10 to 15 spots on a single channel.

The trailers are available from National Screen Service.

Battle Over Control of Rank's Odeon

Insurance Investor Made John Davis an Issue

By PETER BURNUP

LONDON, June 14. — Financial circles here interpret passing of the June 30 preferred stock dividend by J. Arthur Rank's Odeon Theatres and the resignation of F. Stanley Bates from the board of that company yesterday as indications of an armistice in the battle for control of Odeon which has been waged for more than a year.

Bates introduced the Eagle Star Insurance investment in Odeon at the time the circuit was formed by Oscar Deutsch. Eagle Star's investment was

(Continued on page 5)

Columbia Net Up a Million in 9 Months, To $1,455,000

A comparative estimated consolidated earnings statement for Columbia Pictures for the nine months ended last April 1 shows a net profit of $1,455,000, compared with $452,000 for the corresponding period in the previous year.

Earnings of common stock per share were $1.89, compared with 34 cents in the same period in 1949.

Operating profit was reported at $2,551,000 in the 1950 period, compared with $618,000 in the previous period. Estimated provision for Federal taxes was $1,096,000, against $166,000 for the corresponding period.

Four-Way Premiere For 'Broken Arrow'

A four-way premiere in states of Arizona, Oklahoma and New Mexico will launch 20th Century-Fox's Technicolor "Broken Arrow" in August. The picture will make its bow simul-

(Continued on page 4)

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

Paramount's
SUNSET BOULEVARD
A Hollywood Story

"WILL LIVE AS LONG AS THERE IS A HOLLYWOOD!"
—Los Angeles Herald and Express

IN TOWN!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Rodgers Presides at Fourth M-G-M Meet At Toronto Today

TORONTO, June 14.—With 36 executives from the New York and Canadian home office and sales field on hand for the two-day session, William F. Rodgers, sales vice-president, will open the fourth and final "Say It with Pictures" meeting tomorrow at the Royal York Hotel. He will preside at all sessions.

Highlighting the agenda will be a resume of forthcoming product by Rodgers, who will relate details originally outlined by Dore Schary, production vice-president, at the New York and Chicago gatherings.

Other speakers will include Henry L. Nathanson, president of M-G-M Pictures of Canada, and Charles M. Reagan, New York home office sales executive. Rodgers, accompanied by Reagan, William B. Zoellner, Irving Helfont and Jay Eisenberg, will arrive tomorrow morning, from New York. H. M. Richey and M. L. Simons got in tonight by plane to make final arrangements.

UPT Votes 50-cent Quarterly Dividend

Board of directors of United Paramount Theatres has declared a dividend of 50 cents per share on the common stock, Leonard Goldenson, president, disclosed here yesterday. Payable July 21 to holders of record on June 30, the dividend covers the second quarter of operations and is the same amount paid by the circuit in the first quarter.

Paramount Pictures Corp. recently declared a 50-cent payment for the second quarter as it did for the first. Thus the two new companies so far have been operating on an identical course in this respect.

Quarterly dividends of 50 cents per share were customary with the old pre-divorcement Paramount Pictures, Inc.

Power Here on 'Black Rose' Promotion

Arrival of Tyrone Power, star of "The Black Rose," in New York Yesterday provides a concentration of two of the 20th Century-Fox picture's stars and its director in town for advance publicity on the Labor Day release.

Both Cecile Aubry, who plays the feminine lead, and Henry Hathaway, currently directing "Fourteen Hours," are in New York for promotional work on the Technicolor film.

To Release Voodoo Film

Mid-Century Pictures, a new distribution company headed by Julius Levine, will release Osa Johnson's latest film, "Jungle Voodoo." The picture is based on a study of voodoo throughout the world and will be ready for release within a few weeks, Levine said.

Personal Mention

JACK ELLIS, foreign film importer, will leave here today for Chicago.

•

JOHN J. DERVINE, sales head for Stratford Pictures, a Monogram subsidiary, has left here for Chicago, Milwaukee, Detroit and Cleveland.

•

ROY O. DISNEY, president of Walt Disney Productions, arrived here from Europe yesterday on the *S.S. Queen Elizabeth.*

•

T. C. REDDIN, Paramount London publicity chief, has returned there from New York.

•

EDWARD MOREY, Monogram vice-president, will leave here today for Washington.

•

ANNETTE ABRAHAM of Eagle-Lion Classics will be married here on Sunday to DAVID YONIS.

•

GEORGE GLASS, vice-president of Stanley Kramer Productions, is due here on Monday from the Coast.

•

CHARLES SIMONELLI, Universal-International exploitation director, left here yesterday for Atlanta.

AL CROWN, Goldwyn Productions worldwide sales head, is in Buffalo from here.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head at present attending a company sales meeting at Toronto, will leave here Sunday for Old Point Comfort, Va., to attend the Virginia Theatre Owners convention there. His assistant, M. L. SIMONS, will leave Toronto tonight to attend the New Jersey Allied meeting at Atlantic City.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the Allied of New Jersey convention in Atlantic City today. He will then proceed to Old Point Comfort, Va., to address the Virginia Motion Picture Theatre Association.

•

IRVING SOCHIN, head of Universal-International's special films sales unit, is in Philadelphia from New York and will leave there Tuesday for a tour of the Midwest.

•

ED and BILL DEVRY of the DeVry Corp., Chicago, will celebrate joint birthday anniversaries today, though born in different years.

Realart 'Quiz' Meet Held in Chicago

Budd Rogers and J. J. Unger have returned here from Chicago where they held a sales meeting in connection with Movie Quiz. The following Realart franchise holders who distribute Movie Quiz were there:

John Mangham, Atlanta; Harold Schwartz, Dallas; Tom Smiley, Denver, Salt Lake City, Kansas City, Des Moines and Omaha; Herman Gorelick, St. Louis, and Max Roth, Chicago. Ralph Black and A. S. Whitmore represented Movie Quiz Sales Co. Mangham has taken over distribution in Charlotte, New Orleans and Memphis territories. Distribution of the second 13 week series in the first releasing area which consists of Atlanta, Washington, Cleveland, Pittsburgh, Detroit, Bos'on, San Francisco, Los Angeles, Philadelphia, and New York was set for Aug. 7.

Distribution also was set for the second releasing area which consists of Charlotte, New Orleans, Memphis, Dallas, Denver, Salt Lake City, Kansas City, Omaha, Des Moines, St. Louis, and Chicago for mid-August.

Westrex Signs Six

A total of six new motion picture and disk recording licensee agreements covering the use of Western Electric equipment have been completed with studios by the Westrex Corporation, according to E. S. Gregg, vice-president. J. De Bretagne and J. Hawadier, Paris, France, Elwood Jon Nicholson (Cinematic), Hollywood, and Toby Anguish, Los Angeles, signed sound picture recording contracts and Richard C. Simonton and Radio Recorders, both of Los Angeles, and Telescriptions, Inc., New York, are the new disk recording licensees.

$4-Million Loan Hike Sought by Universal

Universal has opened negotiations for an increase in its revolving credit from the present $6,000,000 to $10,000,000, it was indicated yesterday by Leon Goldberg, company vice-president and treasurer.

The company is understood to have considered an increased production loan in view of its improved earnings during the past six months. The present loan is with three banks, including the First National of Boston.

Legion Reviews 8; Rates Two as 'B'

Eight additional pictures have been reviewed by the National Legion of Decency with two receiving a "B" rating. In that category are Film Classics' "Congolaise" and RKO Radio's "Destination Murder."

In Class A-I are Columbia's "Captive Girl," Lippert Production's "Rocket Ship X-M" and Eagle-Lion's "Timber Fury." In Class A-II are Eagle-Lion's "Federal Man," Distinguished Film's "Street of Shadows" and Universal - International's "Winchester '73."

Lead in U-I Drive

Universal-International's Cleveland exchange headed by branch manager Lester Zucker holds first place among the company's 31 domestic branches as the current U-I "Big Push" sales effort gets into its second half. The district headed by P. F. Rosian and including the Atlanta, Charlotte, Cincinnati, Indianapolis and Memphis exchanges, holds first place among the districts with the Southern division of F. J. A. McCarthy, leading the divisions.

Talks Continue on UA Stock Transfer

Harry Popkin, Joseph Justman and Edward Peskay continued their huddles here yesterday on a deal for acquisition of control of United Artists. The trio spent a large part of the day in session with Arthur W. Kelly, UA's executive vice-president, and board members Vitalis Chalif and Arthur Schwartz. [illegible]tings will continue toda[illegible]nd tomorrow.

Ascap Starts Talk On Film Music Fee

American Society of Compose
Authors and Publishers has underw
meetings with executives and copyri
attorneys of film companies here, ai
ing for contracts covering the use
the Society's music in films.

Sessions have been held with
companies on an individual ba
rather than collectively, in defere
to a rule of the New York Fede
Court which directed separate, n
formula contracts.

Top negotiator for Ascap is Jul
Collins, licensing chief, who said y
terday that the meetings so far h
been of an exploratory nature.

The court decree gives produc
the right to license the Ascap mu
on a per-piece basis or enter into bl
ket agreements for a given period.

Reiner to Head SR Foreign Film Unit

A new Selznick Releasing Org
ization division for the handling
foreign pictures here will be hea
by Manny Reiner.

Reiner has just returned from
four-month tour of Latin-Americ

Alperson Buys Story

HOLLYWOOD, June 14.—Edward
Alperson has purchased Julia Coc
Altrocchi's "Snow Covered Wago
a pioneer epic based upon the Don
Expedition, which will be filmed u
completion of Alperson's two fo
coming color productions for 2
Century-Fox release, "Rose of Cin
ron" and "The Sword of Mc
Cristo."

Returns from Tour

Ann Ronell, composer and m
director of the current Marx Bro
ers starrer, "Love Happy," has b
touring the country discussing
film's music with theatre and m
clubs. Miss Ronell, who is the
of Lester Cowan, producer of
United Artists comedy, returned
yesterday from Chicago.

Builds in South Dakot

GREGORY, S. D., June 14.—
Jonas has begun construction o
500-seat theatre here of tile b
and steel construction.

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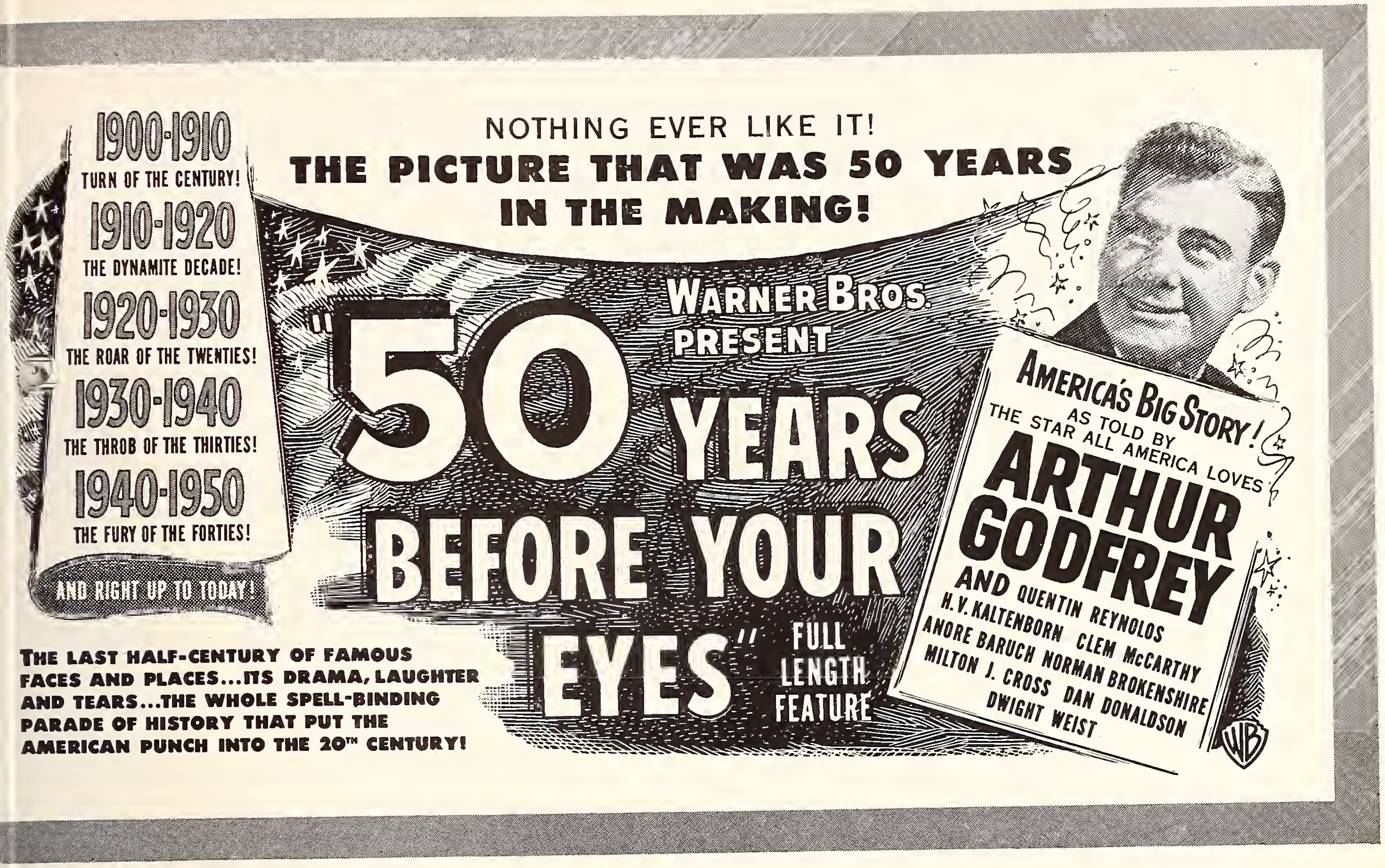

1900-1910
TURN OF THE CENTURY!
1910-1920
THE DYNAMITE DECADE!
1920-1930
THE ROAR OF THE TWENTIES!
1930-1940
THE THROB OF THE THIRTIES!
1940-1950
THE FURY OF THE FORTIES!
AND RIGHT UP TO TODAY!
WB

NOTHING EVER LIKE IT!

THE PICTURE THAT WAS 50 YEARS IN THE MAKING!

WARNER BROS. PRESENT

"50 YEARS BEFORE YOUR EYES"

FULL LENGTH FEATURE

THE LAST HALF-CENTURY OF FAMOUS FACES AND PLACES...ITS DRAMA, LAUGHTER AND TEARS...THE WHOLE SPELL-BINDING PARADE OF HISTORY THAT PUT THE AMERICAN PUNCH INTO THE 20TH CENTURY!

AMERICA'S BIG STORY!

AS TOLD BY THE STAR ALL AMERICA LOVES

ARTHUR GODFREY

AND QUENTIN REYNOLDS
H. V. KALTENBORN CLEM McCARTHY
ANDRE BARUCH NORMAN BROKENSHIRE
MILTON J. CROSS DAN DONALDSON
DWIGHT WEIST

Monday June 19 the Trade Showings

ing Room
. • 12:30 P.M.

ox Screening Room
N.W. • 2:30 P.M.

Room
St. • 2:30 P.M.

eening Room
t. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2 00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8.00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 2.00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2 00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2 00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1.00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8 00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2 00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8 00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

Support THE INDEPENDENCE SAVINGS BOND DRIVE

Name Four to ELC's Board

With four key individuals who have been connected with the formation of Eagle Lion Classics already named to the new company's board, a corporate meeting will be held here early next week for the purpose of selecting four additional members for the eight-man executive group, it was indicated yesterday.

Those already named include board chairman Joseph Bernhard, company president William C. MacMillen, Jr., Wall Street investment banker David Baird, and Pathe board chairman Robert Purcell. Pathe Industries is the parent company of Eagle Lion, which merged with Film Classics to form the new distribution organization.

The board, when completed, will include four representatives of Pathe, two of FC, and two members representing the independent financial interests in the new company. Baird is a representative of those interests.

Clark to Handle ELC Physical Distribution

Eagle Lion Classics and National Film Service and Affiliates have consummated a deal whereby the latter will ship, inspect, store and otherwise handle nationally all prints distributed by ELC. The deal was signed by ELC president William C. MacMillen, Jr., and NFS head William Clark.

Before Eagle-Lion and Film Classics merged to form ELC, E-L had an identical deal with Clark's firm. At most E-L exchanges NFS supplied all physical facilities, but in a few spots the distributor provided its own "back rooms," which NFS leased and operated in E-L's behalf.

Before the merger FC had a "mixed operation" from a physical facilities standpoint. It had its own storage facilities attached to some of its exchanges, while at other locations NFS provided them.

Individual Attention

(*Continued from page* 1)

office representative, told the exhibitors the future of the film business is very encouraging, because pictures are better and showmanship has been revived almost everywhere. Shain praised the work of the Council of Motion Picture Organizations and restated the 20th-Fox policy of giving complete autonomy to its men in the field.

The session gave a standing ovation to Marc Wolf, recently-elected chief barker of Variety International, and Trueman Rembusch, new president of Allied States. Both are ATOI members and officers.

Rembusch urged exhibitors not to relax their efforts for total repeal of the Federal amusement tax, stating all arguments against a 20 per cent tax apply to a 10 per cent tax as well.

That exhibitors will not be happy with a compromise also was the sentiment of an ATOI board of directors meeting.

Gloria Swanson and Western star Rex Allen were guests of honor at the closing banquet tonight.

'49 and '50 Grosses Are Compared for Key Cities

Although rallying from time to time, grosses at some 170 key theatres across the country have evinced a steady decline generally since the first of the year, according to reports received from MOTION PICTURE DAILY correspondents in the field.

By and large, weekly grosses at these situations have run behind those of last year, but this was manifest to a lesser degree during the first three months of 1950.

Composite key city box-office reports for 1950 to date, compared with corresponding weeks of the year before, follow:

1950 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	148	$2,485,760	$16,796
Jan. 6-7	171	3,263,900	19,087
Jan. 13-14	162	2,336,800	14,425
Jan. 20-21	181	2,427,500	13,412
Jan. 27-28	169	2,309,000	13,663
Feb. 3-4	165	2,426,100	14,704
Feb. 10-11	169	2,459,900	14,556
Feb. 17-1	159	2,180,200	13,712
Feb. 24-25	161	2,291,300	14,232
Mar. 3-4	166	2,295,700	13,830
Mar. 10-11	166	2,259,500	13,611
Mar. 17-18	162	2,114,100	13,050
Mar. 24-25	164	2,035,850	12,413
Mar. 31-Apr. 1	173	2,125,000	12,289
Apr. 7-8	167	1,996,300	11,954
Apr. 14-15	175	2,774,500	15,854
Apr. 21-22	174	2,411,400	13,859
Apr. 28-29	178	2,174,800	12,218
May 5-6	175	2,136,700	12,210
May 12-13	147	1,737,600	11,820
May 19-20	150	1,564,500	10,430
May 26-27	159	1,805,000	11,352
June 2-3	149	1,808,900	12,140

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-22	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545,800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1-2	181	2,426,000	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,006
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684
May. 6-7	175	2,391,300	13,665
May 13-14	176	2,291,400	13,019
May 20-21	170	2,210,200	13,001
May 27-28	182	2,301,400	12,678
June 3-4	167	2,295,700	13,707

Vaudeville Still Stymied in Mexico

MEXICO CITY, June 14.—Though most exhibitors want vaudeville again in their theatres, that desire continues to be thwarted by bickering over performer control rights between the powerful National Cinematographic Industry Workers Union and its bitter rival, the Picture Production Workers Union, most of whose members are players. Exhibitors and the trade say that vaudeville would greatly benefit film houses, pointing out that these are no longer boom days when films exclusively enriched exhibitors. The trade estimates that the bickering has already cost players at least $20,000,000 over years in wages. However, exhibitors are generally hopeful that they will have vaudeville again as a strong box office aid.

Expect Snaper Draft

(*Continued from page* 1)

ness, showmanship, and general discussion sessions scheduled for that day.

In addition to a number of social events, including the annual banquet, Friday will bring addresses by the following: Harold Lasser of the Department of Justice; Abram F. Myers, national Allied's general counsel; Richard Hodgson, director of technical operations for Paramount; Jonas Rosenfield, Jr., 20th-Fox; Mel Gold, National Screen; Mike Simons, M-G-M; Leon Bamberger, RKO Radio; Arthur Greenblatt, Lippert Productions, and Trueman Rembusch, Allied States' president, who also heads the national organization's television committee.

Laurel Signs Tiomkin

Dimitri Tiomkin, musical composer and director, has been signed to write and direct the musical background for "Mr. Universe," Laurel Films production now being filmed here, it was announced by Rex Carlton, president of the company. The film is slated for Eagle Lion Classics release.

Name R. C. Sprague New RMA President

CHICAGO, June 14.—Robert C. Sprague, president of Sprague Electric, was elected Radio Manufacturers Association president and board chairman at the conclusion of the organization's 26th annual convention at the Stevens Hotel here. He succeeds R. C. Cosgrove, who completed four terms as RMA president. Also elected were five new directors and nine former directors.

The membership approved by-law changes to effect a reorganization of the association. Also approved was a change in name to Radio-Television Manufacturers Association, to become effective when changes are filed in the association's Illinois charter.

'Broken Arrow'

(*Continued from page* 1)

taneously on Aug. 6 in Tucson, Arizona, and Santa Fe, New Mexico, and on Aug. 9 in Tulsa and Broken Arrow, Oklahoma. The entire Southwest will be involved in the openings, with the three governors united to make the celebration holidays.

Government agencies, Indian organizations, Chambers of Commerce, and many other agencies already are planning a round of events for the openings, including parades, Indian tribal ceremonies, and state and nationwide broadcasts for the premiere.

Ben Washer Will Co-relate All Publicity for 'Broken Arrow'

Ben Washer has been engaged by 20th Century-Fox to correlate all publicity and exploitation activity on its Technicolor "Broken Arrow."

Washer will concentrate on special publicity activity with the home office staff and work with the American Association on Indian Affairs, Chambers of Commerce, the Department of the Interior, Bureau of Indian Affairs and other special governmental and private agencies who have specialized interest in the picture. Washer will also coordinate the events in connection with the three-state premiere.

Trend Toward Deals With Drive-ins Seen

Cincinnati, June 14.—Following a growing trend, and close on the heels of Universal-International's sale of "Comanche Territory" away from first-runs in favor of four local suburbans and a drive-in, because of reported inability to agree on terms, United Artists has [illegible] "Champagne for Caesa[illegible] the neighborhood Rossville and Ramona drive-in, both operated by the same interests at nearby Hamilton, O., for day-and-date playing time with the RKO Palace here. Normal availability is 14 days.

Grant Extensions in Goldwyn Trust Sui

SAN FRANCISCO, June 14.—Feder court here has granted all defendan in the Samuel Goldwyn $6,750,0 anti-trust suit an extension in time file answers and make pleas. The ne date is July 15.

Defendants in the suit, whic charges monopoly practices in exhib tion, are: United California Theatre Golden State Theatres, T. and D., J Enterprises, San Francisco Theatre Excelsior Amusement, Michael Naify, R. A. McNeil, Charles Skouras, Fox West Coast Theatre Fox West Coast Agency, Nation Theatres Amusement and 20th Century-Fox.

Sues Over 'Rib' Story

SAN FRANCISCO, June 14.—A su asking $200,000 in damages plus cos and general relief, was filed in Super or Court here yesterday again M-G-M and eight local theatre charging infringement of common la copyright by the film, "Adam's Rib Plaintiff is Ruth Dow, who claims u was made of a story she first wrote 1936 while a student.

Salt Lake Suit

(*Continued from page* 1)

Salt Lake City area since 1937. T complaint also charges monopoly first, second and preferred run exhi tion of pictures by Paramount-own theatres. Joseph L. Lawrence The tres is named as a co-conspirator b damages are not asked from Lawren

The complaint says the Arcade h been subjected to clearance of days to six months.

20% Voluntary Quot

(*Continued from page* 1)

they will bring in 20 per cent few productions than they did duri 1949-50, according to a spokesman f the MPAA here. Decision to effe such an agreement obviated a gover ment-imposed quota, which probab would have been much more seve

Meanwhile, John G. McCart head of the international division the MPAA, who recently return here from a survey of film mark and restrictions in Europe, will lea New York at the weekend for Was ington to confer with governme representatives of Franco's Spain negotiate a new film import pact.

;amson' Gross

(Continued from page 1)

ween seven and seven-and-a-half lion dollars in the U.S. and Canada. "Having achieved this maximum netration of advertising and all ases of publicity under the program ich we set up when the first pre- eases opened," said Schwalberg, e will on Oct. 1 assay and review e entire market and decide the most opi time for a general release ich will afford exhibitors a maxi- m income resulting from the pre- ease campaigns."

'Surface Just Scratched'

Ted O'Shea, Paramount Film Dis- buting vice-president, also addressed convention on "Samson and De- ah," saying, "The surface of the rket for this picture has just been atched. We must continue to han- the picture just as carefully and lividually in each engagement as have been doing."

Schwalberg also announced that oing My Way" would be re-released a special attraction, and handled the most individual manner pos- le.

hwalberg Describes Product ne-up for Rest of the Year

Los ANGELES, June 14.—The line- of Paramount releases for the ance of 1950, which was disclosed lier this week by the company, s described in detail by A. W. hwalberg, president of Paramount stributing Corp., as the company's ee-day national sales convention ew to a close.

Henry Ginsberg, production vice- sident, outlined product scheduled production and introduced Para- unt producers to the sales staff as- nbled from all over the nation.

Promotions Planned

Schwalberg called the forthcoming eases a "great array of product nned for maximum returns at the x-office" and said that plans are eady underway to promote and rchandise the pictures to the pub- "with every skill and ingenuity at r command."

Producers introduced by Ginsberg, o spoke on their own productions, luded William Wyler, Billy Wilder, arles Brackett, Hal Wallis, Wil- m Pine, William Thomas, George evens, Frank Capra and Nat Holt.

This afternoon the visiting sales ce toured the studio and was ved a buffet supper this evening. morrow division heads and their ffs will hold individual meetings, th the conventioneers leaving for eir home locations tomorrow eve- g.

ramount Publishes 1st Product nouncement Book in a Decade

Los ANGELES, June 14.—For the st time in nearly a decade, Para- unt has published a product an- uncement book. Copies have been stributed to company personnel at e national convention here, and to hibitor accounts everywhere.

The book, bound in blue, is keyed the convention theme, "Paramount's ueprint for the Future." It in- ides introductory statements by A. Schwalberg, president of Para- unt Film Distributing Corp.; Bar- y Balaban, president; Adolph Zu- r, chairman of the board; Henry insberg, vice-president in charge of production, and Y. Frank Freeman, studio vice-president.

The remainder of the slick-paper publication contains names and pictures of 40 stars and players now appearing in, or soon to be seen, in 20 Paramount features described in the announcement. Also listed are six producer-directors, 12 producers and 13 directors. A special section is devoted to Paramount short subjects and Paramount News.

Battle Over Odeon Control

(Continued from page 1)

increased when Rank took over Odeon, and Bates continued on the board of the company.

Following the full disclosure of the Rank company's financial difficulties last year, Bates led a movement to unseat John Davis from his dominant position in the company as Rank's right-hand man.

Three weeks ago, supported by Eagle Star nominees on the Odeon board, Bates presented Rank with a "showdown" indictment of Davis' administration. Rank stifled the criticism of Davis immediately, stating he personally accepted entire responsibility for Odeon's position. Bates, therefore, had no alternative but to resign.

Significantly, however, Bates remains as a director of Odeon Cinema Holdings, Ltd., and other subsidiaries. To financial authorities this means that the battle for control of Odeon will continue following the current armistice.

Passing of the preferred stock dividends is seen as having no immediate effect on control of the company. Preferred dividends would have to be omitted for a 12-month period before holders of preferred shares acquired voting powers, and that could not be implemented for another 12 months.

The stock market today showed only small losses in Odeon shares, due mainly to the fact that ordinaries (common stock) are held closely by powerful banking interests.

Financial circles feel, however, that Odeon Theatres cannot sustain interest calls on the £14,000,000 still remaining as bank and Eagle Star overdrafts. The interest rate reportedly averages four per cent.

Rank has promised Eagle Star and other directors, including 20th Century-Fox's representative on the Gaumont-British board, that he will furnish a full Odeon financial report on Aug. 28. A directors' meeting has been called for Sept. 5, with the accounts to be made public Sept. 28.

Financial circles feel that Rank's best way out is a drastic capital reorganization, including a writing off of share values, which could be synchronized with publication of the accounts.

Sir Michael Balcon's acceptance of the Odeon directorship vacated by Bates was welcomed in financial and governmental circles as a sign that Odeon now recognizes the need for showmanship talent. Balcon's productions, though financed elsewhere, have hitherto largely been sustained by Rank's distribution outlet.

Also, Davis is now beseeching experienced theatre men to accept greater responsibility in the running of Rank's theatres.

Tax Loopholes

(Continued from page 1)

income taxes as high as 38 per cent.

By organizing a single corporation for each picture and liquidating the picture when the film is completed but before it is sold, the producers have attempted to pay only long-term capital gains taxes, at a maximum of 25 per cent, on the difference between the film's cost and its fair market value. The corporation pays no taxes, and the stockholder pays no personal income taxes unless the film's income later exceeds the estimated fair market value. Even then, of course he still has had the advantage of paying only the 25 per cent rate on the fair market value part of the income.

The committee today said that all such liquidations must be taxed at regular income tax rates and not at capital gains tax rates.

Moreover, the committee made it clear that its action should not be taken as implying that such tax devices are now legal. The Bureau of Internal Revenue is now attempting to collect regular income taxes from several individuals who used this device. The Committee said the new provision would apply to all taxable years beginning after Dec. 31, 1949. Cases arising in previous tax years would be left to the courts to decide, with the committee specifically cautioning the courts that its action does not in any way indicate the status under present law.

Mexican Ban on UK Films Not Working

MEXICO CITY, June 14.—The Mexican trade is irked because despite the ban that Mexico was supposed to have put on British pictures in the recent past because Great Britain forbids Mexican pictures, British films are being exhibited here. Current is Rank's "Woman Hater," which Universal-International distributed, which is doing well at the select Cine Chapultepec here. The complainers aver no Mexican pictures have been exhibited in Great Britain in a long time. That British pictures continue to be exhibited in Mexico is regarded as very strange because Rank's personal representative failed to change the ban stand when he was here last winter. Government sources continue silent about this case.

Guild Players to ABC

American Broadcasting has purchased the Screen Guild Players program for presentation in the fall, as the first step in what the network terms a major program campaign. The show contributes to the Motion Picture Relief Fund, Hollywood, which is headed by Jean Hersholt.

Distinguished Sets 1950-51 Releases

Distinguished Films will release one film every four weeks during 1950-51, including three Oxford Films releases for which Distinguished will continue to act as sales agent.

Among the films are: "A French Scandal," "Hoboes in Paradise," "My Widow and I," "French White Cargo," "Rita," "Tainted," "Death in the Studio," "Italian Symphony," "The Invisible Army," "Torrent" and "The Roosevelt Story," a re-release. The Oxford films are: "Film Without a Name," "The Girl in a Million" and "Blood and Fire."

Set Union Conference

A preliminary meeting of representatives of industry unions will be held here next week, Jack Ryan, Screen Employes Guild business director, discloses. The meeting will map plans and set the date for a conference on personnel layoffs.

Four New Drive-ins In New England

HARTFORD, June 14.—Plans for the erection of three drive-ins in the New England area have been announced while at Canaan, Conn., Louis Consolini has opened a 500-car outdoor theatre.

Builders of the three outdoor stands are Interstate Theatres, Boston, to erect a $125,000 700-car drive-in near Quinebaug, Conn.; Louis Herman, South Dartmouth, Mass., to build on 10 acres near Westport, Mass., and Joseph S. Boero, retired Springfield, Mass., contractor, with a 700-car drive-in planned for that city.

Condon East for Confab

HOLLYWOOD, June 14.—Following conferences here with Robert Stillman, Irving Rubine, and Fred Polangin, Robert Condon has left for New York for additional huddles with United Artists executives for the ad and promotion campaign on "The Sound of Fury." Stillman's second film for United Artists release, "Queen for a Day," has been set for July.

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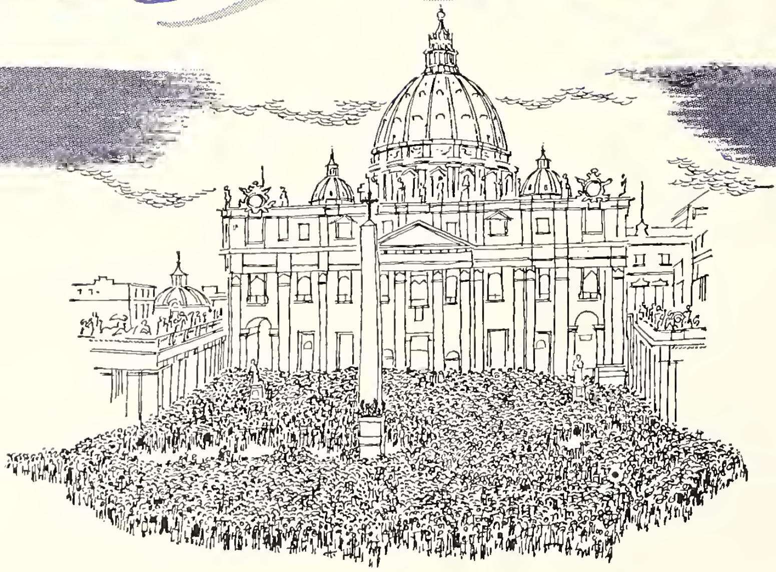

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MOTION PICTURE DAILY

NEWS

Accurate Concise and Impartial

NO. 120 NEW YORK, U. S. A., THURSDAY, JUNE 22, 1950 TEN CENTS

K Exhibitors ary of Tax elief Offer

t Reservations on oduction Subsidy Plan

By PETER BURNUP

ORTHCAWL, South Wales, e 21.—The Cinematograph Exitors Association general coun by a vote of 44 to 16 and acpanied by spirited opposition, roved with reservations at a meet here today the Treasury's offer entertainment tax relief tied to a film subsidy plan.

The Treasury's offer proposes that the one penny tax n all admissions up to one illing and six pence be elimiated, and that a one penny x increase be permitted on dmissions higher than that nount, with 50 per cent of the x from such higher admisons to be paid to the gov-

(Continued on page 5)

ame Chairmen for JA Drive Dinner

red J. Schwartz and Sam Rosen, t chairmen of the New York sement division of the 1950 United ish Appeal drive, have appointed film company chairmen to assist preparations for the "All-Presi-

(Continued on page 4)

Pick Reginald Baker As BFPA President

London, June 21.—Reginald Baker, managing director of he Ealing producing and disributing companies and former president of the Kinemaograph Renters Society (disributors), is the sole nomiee for president of the Britsh Film Producers Association. It is a foregone concluion, therefore, that he will e elected at the annual meeting to be held on July 5.

Agreement on U.K. Pact Is Viewed Dimly by Industry

Virtually all U. S. parties to the present trade agreement with Britain appear to have taken a dim view of the British proposals for revision of the pact, it is evident here.

Company presidents and foreign department heads made no decisions at a closed three-hour meeting of the Motion Picture Export Association yesterday; instead put the matter off for further discussion here on Monday. However, comments by participants at the conclave reflected "complete lack of enthusiasm" and in some instances "unofficial dissatisfaction," it was later reported.

A substantial part of discussion centered on the contention that England's dollar position has shown considerable improvement. For this reason, it was felt that the least the British could offer would be a continuation of the present agreement for another two years, as of last June 14, without any conditions governing the remittances

(Continued on page 5)

Warner Bros. Joins 20th-Fox, Loew's In Seeking a Stay

WASHINGTON, June 21.—Warner Brothers today joined Loew's and 20th Century-Fox in asking the U. S. Supreme Court to stay the divorcement and divestiture provisions of the New York Statutory Court decree until the high court rules on the rehearing petitions filed by the three companies.

The government will file opposition by the end of the week to any further stay. The matter then will be referred to one of the Supreme Court Justices for an immediate ruling.

Unless a further stay is ordered,

(Continued on page 5)

Jack M. Warner Film To 20th Century-Fox

Twentieth Century-Fox and Jack M. Warner have concluded negotiations for the world-wide release of Warner's "The Gun." While no release date has been set, Warner is

(Continued on page 4)

3 Groups Plan Joint Senate Tax Appeal

The three exhibitor associations of the New York Metropolitan area took action at a joint meeting here yesterday to bring full measure of their influence to bear on U. S. Senate mem-

(Continued on page 5)

Warn NY Board Minimum Wage May Close Theatres

ALBANY, N. Y., June 21.—Warnings that fixing minimum wages for ushers, doormen, cashiers, cleaners and matrons would force the closing of theatres, curtailment of operating schedules or elimination of many employees were voiced by spokesmen for upstate New York exhibitors at a hearing this afternoon before the state board, headed by former Supreme Court Justice Francis Giaccone, studying a minimum wage for the amusement and recreation industry in this state.

Heaviest fire was aimed at a mini-

(Continued on page 5)

Intercity TV Relays By Common Carriers

WASHINGTON, June 21.—The Federal Communications Commission today underlined its policy that all intercity television relaying is eventually to be in the hands of common carriers.

The Commission did this in denying a request of General Electric for special temporary authorization to use a microwave relay set-up between New

(Continued on page 5)

MPA Tightens Industry Code On Advertising

Bans Copy Exploiting Indiscretions of Stars

Answering Senator Ed Johnson's recent blasts at indiscretions identified with Hollywood and measures to exploit unsavory activities of screen personalities, the board of the Motion Picture Association of America at a meeting here yesterday amended the industry's Advertising Code with a ban on any advertising copy "which capitalizes, directly or by implication, upon misconduct of a person connected with a motion picture thus advertised."

The action had been planned for some time, even before Johnson's outbursts, but they speeded the amendment. Eric A. Johnston, MPAA president, and heads of member companies at a meeting in Washington has assured Johnson that the new restriction was in prospect and for this

(Continued on page 4)

Name Minsky Para. Sales Executive

Howard Minsky has been named Paramount home office sales executive by A. W. Schwalberg, president of Paramount Film Distributing Corp. The appointment is effective immediately. He will work with

(Continued on page 4)

No Appeal Possible From Hays Ruling

There was no immediate reaction yesterday among the losing "overage" companies to arbitrator Will H. Hays' award in the dispute which has been pending for nearly two years over the division of $1,572,138 in French remittances.

Any reactions notwithstanding, it was determined yesterday that an appeal from the Hays decision is not allowable.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

TODAY! THE LAWLESS OPENS ON BROADWAY AT THE ASTOR THEATRE!

A Paramount Picture

IN TOWN!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

J. NOBLE BRADEN, vice-president of the American Arbitration Association, is due back in New York today from Philadelphia.

•

FRANCISCO DEMARKO, head of the Portuguese National Theatre in Lisbon, was the guest of the San Francisco Drama Critics Council at their dinner meeting in San Francisco last night.

•

CARL SCHAEFER, in charge of foreign publicity at the Warner Coast studio, was honor guest of the Foreign Press Association at its luncheon in Hollywood yesterday.

•

THOMAS E. DELBRIDGE, manager of Loew's Theatre in Nashville, is a candidate for membership in the Davidson County Court.

•

JERRY HUDSON, manager of the Martin Theatre in Etowah, Tenn., has been elected president of the local Lions Club.

Heston's Contract Clarified by Wallis

HOLLYWOOD, June 21.—Clarifying actor Charlton Heston's contract, Hal Wallis Productions discloses that it holds his basic contract and that he is under contract for two pictures a year for seven years. His first under this contract was "Dark City" and he is scheduled to do "Quantrell's Raiders" in the fall.

His Warner contract calls for Heston to star in "Ethan Frome" and then in two additional pictures at the rate of one each year, according to Wallis Productions.

Howard Kohn Leaves UA Advertising Post

The resignation of Howard E. Kohn II, director of advertising-publicity of United Artists' roadshow department has been announced by Paul N. Lazarus, Jr., executive assistant to UA president Gradwell Sears. Kohn will leave to join Stanley Kramer Productions as educational director of the "Cyrano de Bergerac" unit, the forthcoming Kramer production which will be released by United Artists.

He leaves here Friday by plane to spend four weeks on location with the "Cyrano" staff.

Nancy Davis Aids Fund

Nancy Davis, star of M-G-M's "The Next Voice You Hear . . ." was the guest at a Greater New York Fund luncheon yesterday in the Waldorf-Astoria here. Robert M. Dowling, who is the 1950 citywide chairman of the Fund, was the principal speaker.

Cinema Lodge Meets

New York's Cinema Lodge of B'nai B'rith held its final get-together of 1949-50 at a dinner meeting at Rosoff's Restaurant here last night.

Insider's Outlook

By RED KANN

WHAT can be done about it is one hard nut to crack. But exhibitors in increasing voice are complaining over the "cycle" attraction best illustrated by the disproportionate number of high budget Westerns on the market now and about to hit it in the next few months.

The "Letters" page in *Motion Picture Herald* has been reflecting the theatremen's frame of mind about the situation. When exhibitors meet, as they did at the Allied of New Jersey convention in Atlantic City last weekend, they talk about it and insist remedial action is required. Down at the shore, Westerns came in for a brief discussion and so, too, did the impending cycle of war pictures. There will be at least a dozen in the next 12 months.

■

There never has been any mystery about these and other cycles. Everyone understands how everyone else wants to follow a winner, which is why the successful adventurer in psychiatrics on the screen, for instance, opened the floodgates to the untold number that followed until audiences were faced with a choice of staying away or leaving the theatre screaming. Mostly, they stayed away.

However, there is considerable mystification over a method of resolving this sort of situation so that attractions of the same stripe are staggered so as not to stagger the market. This calls for quite a bit of doing and obviously is foredoomed to failure unless the basis for a common agreement can be reached with all of the principal companies. This presupposes an agreement of this kind is legal.

■

If legal obstacles set up no road blocks, other considerations inevitably will. For example, who is to decide how many of a given type can be digested at one time by this sprawling market with its rapidly shifting first-run situation? Who gets the first crack? Who gets second crack, and when? Is it possible to persuade Hollywood not to overdo the copy-cat routine? Is there actually enough variety in available story material to keep the industry's output constantly alert and fresh?

Seemingly, there are no firm answers to any of these questions. It was suggested in Atlantic City that a problem of this scope belongs in COMPO's lap. The suggestion is not far-fetched. The 10 constituent groups comprising COMPO embrace all of the elements required to probe the matter. But whether COMPO will dip into these matters is something else again.

If anyone is lacking signs of the need to re-calibrate releasing schedules, here are two:

In "Winchester '73," Jimmy Stewart goes around knocking off Indians and Universal hopes for the best. In "Broken Arrow," Jimmy Stewart practically loves Indians and 20th Century-Fox also hopes for the best.

In an Eastern city recently every one of its six first-runs was playing a Western day-and-date. What do you think happened?

You're right.

■ ■

Atlantic City brought to the surface wonderment over how Paramount could be divested and yet come up with between 500 and 600 houses under its new and separated theatre company.

Harold Lasser, who handles motion picture litigation for the anti-trust division of the Department of Justice in New York, never hesitated about the answer. To Adam Adams, first-run operator in Newark, who had been pretty caustic about government intervention in the industry, Lasser's answer—paraphrased—was this:

"You're a business man, Mr. Adams, and you'll understand this. Paramount came in early—before the government had won its suit. The government felt a deal would help its overall position on theatre divorcement in relation to the remaining four defendants. We made a deal."

■ ■

Arthur Greenblatt, general manager of Lippert Productions, was dreaming out loud. Only he knew it. Discussing TV, he hoped there was some way of following the vintage Western now standard in television with a good modern one. "It could be a way of getting the lost audience back into the theatre."

NEWS in Brief . . .

A SPECIAL "Howard Stubbins an Mel Hulling Testimonial Play Date Drive," July 17 to Oct. 14, wi be held to honor the two Monogran West Coast franchise owners, who ar celebrating a combined 70 years c service to Pacific Coast exhibitors, was announced here by Morey Gold stein, Monogram's general sa[illegible]nager.

•

Chicago, June 21.—I. E. Chadwicl president of the Independent Mc tion Picture Producers Associatio will be the guest of honor at luncheon given by leading exhib tors at the Hotel Drake next Tues day.

•

LONDON, June 21.—An amendme to the Treasury's budget proposa calling for a reduction of the ente tainment tax has been introduced l Lord Winterton, M.P., a director J. Arthur Rank's Odeon group. Tl motion is expected to be reached f debate in Parliament in the next fe days.

•

Washington, June 21.—The Se ate has confirmed the nominati of George E. Sterling for anoth seven-year term as a member the Federal Communications Co mission. His present term expir on June 30.

•

BUFFALO, June 21.—Spencer Bals Basil Theatres; Richard Hayma Hayman Theatres, Niagara Falls, a Frank Quinlivan of the Gammel c cuit, were named members of a no inating committee to select nomin for the new board of directors of t Motion Picture Theatre Owners Western New York, at a meeting the present board here. The new boa will be voted on July 10.

Legion Reviews 12; Rates Two as 'B'

Twelve additional films have be reviewed by the National Legion Decency, with four receiving a " rating. In that category are Pa mount's "My Friend Irma Goes We and "September Affair," Monogran "Bond Street" and Warner Brothe "The Great Jewel Robber."

In Class A-I are Monogran "Bomba and the Lost Volcano," " Palooka in Humphrey Takes Chance" and "Sideshow"; M-G-M "Duchess of Idaho," Universal-Int national's "Louisa," and "Columbi "Rogue of Sherwood Forest." Class A-II are United Artists' "Ell and Columbia's "Frightened City."

Film Strips for 'Arrow

For an additional promotional dium, film strips showing scenes fr 20th Century-Fox's "Broken Arro are being prepared by Instructic Films for classroom use during first semester of the coming sch year. Approximately 50 frames 35mm. will give the sequence of story but will not give the ending.

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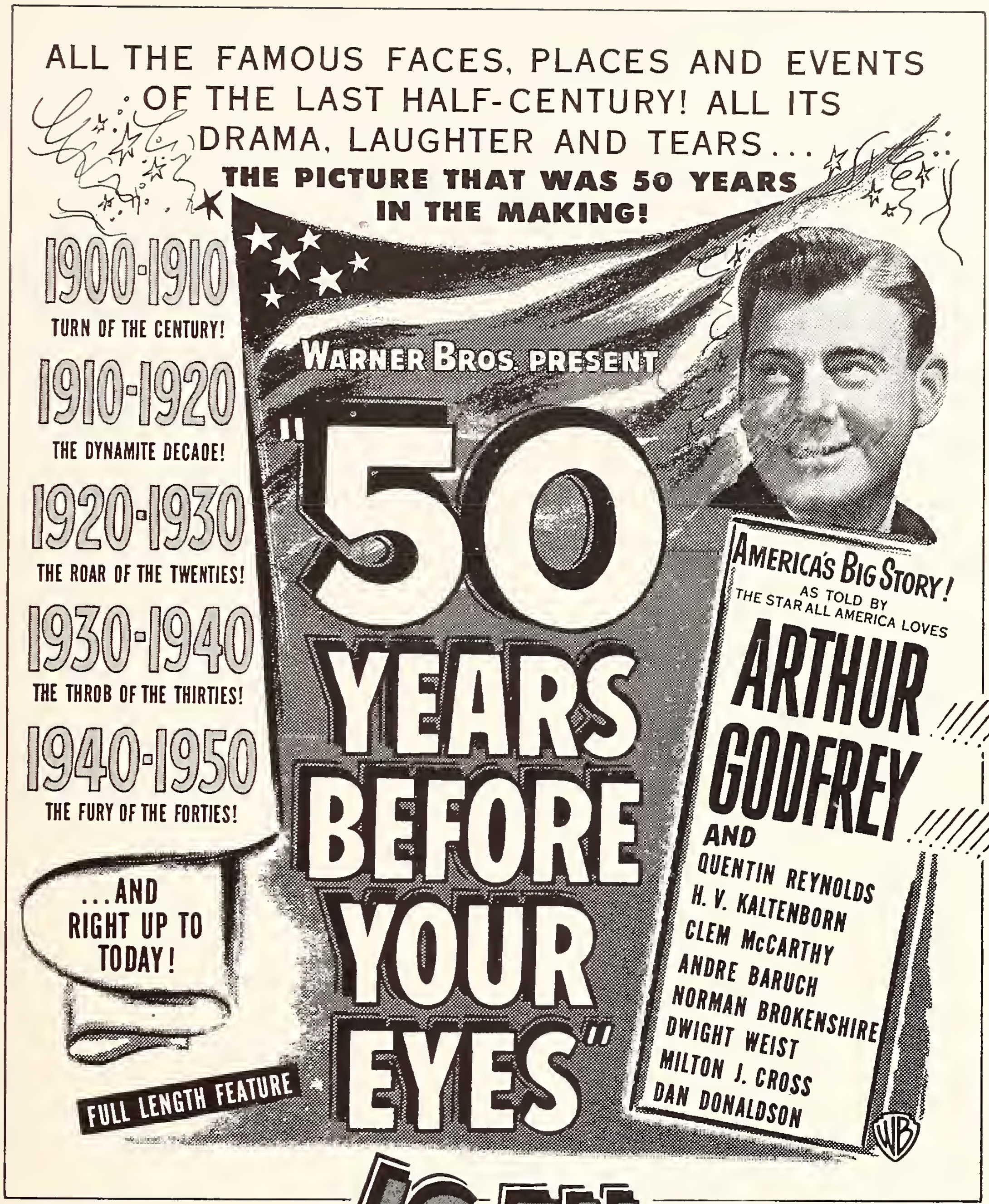

ALL THE FAMOUS FACES, PLACES AND EVENTS OF THE LAST HALF-CENTURY! ALL ITS DRAMA, LAUGHTER AND TEARS...

THE PICTURE THAT WAS 50 YEARS IN THE MAKING!

1900-1910
TURN OF THE CENTURY!

1910-1920
THE DYNAMITE DECADE!

1920-1930
THE ROAR OF THE TWENTIES!

1930-1940
THE THROB OF THE THIRTIES!

1940-1950
THE FURY OF THE FORTIES!

...AND RIGHT UP TO TODAY!

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"50 YEARS BEFORE YOUR EYES"

FULL LENGTH FEATURE

AMERICA'S BIG STORY!
AS TOLD BY
THE STAR ALL AMERICA LOVES

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WB

the big name on your screen!

IS AN ATTRACTION TO SHOUT TO THE SKIES!!

-THEATRE N.Y. WORLD PREMIERE JUNE 27!

Klein in Col. 'P.R.' Post

Julius Klein who heads the Julius Klein Public Relations Organization, with offices in Chicago, New York, Washington and Beverly Hills, has been appointed public relations consultant to Columbia Pictures.

Klein, former motion picture executive and ex-newspaperman, has served for many years as personal consultant to Louis B. Mayer and counts among his clients the Schine circuit and other corporations.

"The duties of the new set-up will be confined to public relations consultation on high policy level," a company statement declared.

Says India Can Gain From U.S. Methods

The motion picture industry of India could profit by emulating many of the techniques and methods of the American film industry, said Mayor S. K. Patil, who is now in New York from India as chairman of that government's Film Inquiry committee.

Patil has had several conferences with B. Bernard Kreisler, executive director of the Motion Picture Association of America's Advisory Unit for Foreign Films. Patil expressed considerable interest in the potentialities of assistance for Indian motion pictures in this country. Later this week, MPAA executives and department heads will describe the functions and operations of the Association at a conference with Patil and his aides.

UJA Drive Dinner

(*Continued from page* 1)

dent's Dinner" of the UJA of Greater New York, to be held at the Waldorf Astoria here on June 29.

The chairmen are: Abe Schneider, Columbia; Irving Greenfield, Loew's; Nat Furst, Monogram; George Dembow, National Screen; Arthur Israel, Paramount; Steve Edwards, Republic; Sol Schwartz, RKO Theatres; Jack Lang, 20th Century-Fox; Nat Nathanson, United Artists; Adolph Schimel, Universal; Harry Goldberg.

Assume Obligations

The obligations for the dinner, to which admission is free, will be assumed by its sponsors and hosts, who are: Barney Balaban, Paramount; Nate J. Blumberg, Universal; Harry Cohn, Columbia; Ned E. Depinet, RKO; Herman Robbins, National Screen; Nicholas M. Schenck, Loew's; Gradwell L. Sears, United Artists; Lee Shubert, Shubert Theatres; Spyros P. Skouras, 20th Century-Fox; Harry M. Warner, Warner Brothers. Harry Brandt of the Brandt Theatres is dinner chairman.

The dinner will climax the drive by the amusement division and will honor drive chairmen, past and present, including Balaban, Jack Cohn, Matthew Fox, Si Fabian, Billy Rose, Albert Warner, the late David Bernstein and Schwartz and Rosen.

In addition to the dinner chairmen named above, others who will help are: Charles B. Moss chairman of the vendors' committee; Budd Rogers, chairman of the independent exchanges committee; Len Gruenberg, chairman of the major exchanges committee.

Text of Amendments to Ad Code Adopted by MPAA

Code and the Regulations for Administration of the Advertising Code as adopted here yesterday by the board of directors of the Motion Picture Association of America.

New section 14 of the Advertising Code:

No text or illustration shall be used which capitalizes, directly or by implication, upon misconduct of a person connected with a motion picture thus advertised.

New section 5 of the Regulations for the Administration of the Advertising Code:

After advertising for a motion picture shall have been approved by the Advertising Code Administration, if circumstances arise, either before or after the picture's release, which in the judgment of the Administrator seem to require the withdrawal of all, or any portion of such previously approved advertising, then, after consultation with the Advertising Advisory Council, he shall immediately file a written report with the President and Secretary of the Association (a) setting forth the situation existing at the time such prior approval was granted for such advertising, (b) reciting the intervening circumstances with resultant changes in the situation, (c) listing the reasons why in the opinion of the Administrator all or a designated portion of the advertising previously approved should be withdrawn and (d) certifying that if such advertising were then being presented to him for the first time, it would not be approved by him under the Advertising Code for stated reasons.

If the President of the Association (or a Vice-President of the Association in the absence of the President), upon receipt of such report from the Advertising Code Administration, is of the opinion that the situation presented is sufficiently serious to justify consideration by the Board of Directors, the Secretary of the Association shall be instructed to call immediately an emergency meeting of the Board, at which meeting the Board shall sit as a Board of Appeal with adequate opportunity for the producer and/or distributor of the motion picture to appear in person or through a duly authorized representative and present reasons orally or in writing, or both, as to why the prior approval of the advertising should be affirmed, and with adequate opportunity for the Administrator of the Advertising Code to appear and present reasons, either orally or in writing, or both, as to why in his judgment all or a designated portion of such previously approved advertising should be withdrawn.

Thereafter, the Board, meeting in executive session with the producer and/or distributor of the picture not voting, shall determine by vote of a majority of the Directors present and voting, whether all or any portion of the previously approved advertising shall be withheld from use and/or withdrawn, and such action of the Board of Directors shall be final and binding upon the producer and/or distributor of said film.

When any previously approved advertising for a motion picture is withdrawn pursuant to action of the Board hereunder, the company withdrawing same shall be reimbursed the unrecoverable portion of its out-of-pocket expenditures for such advertising to the extent deemed equitable and proper under all the circumstances by the Board. The amount of such reimbursement shall be pro-rated among all members of the Association including the company affected on the same basis as dues to the Association are currently paid. If neither the producer nor the distributor of said film is a member of the Association, then the non-member withdrawing same shall be reimbursed the unrecoverable portion of its out-of-pocket expenditures for such advertising by the members of the Association to the extent deemed equitable and proper under all the circumstances by the Board.

(Old sections 5, 6 and 7 become sections 6, 7 and 8 respectively.)

Addition to new section 6 (formerly section 5):

A company appealing from a decision of the Advertising Code Administration under Section 14 of the Advertising Code shall have the right, by written notice to the Secretary of the Association, to appeal directly to the Board of Directors of the Association, whose decision shall be final. The provisions relating to evidence, argument and written memoranda or briefs set forth in these Regulations shall apply to such appeals.

Minsky in Para. Post

(*Continued from page* 1)

Schwalberg and with E. K. (Ted) O'Shea, Paramount distribution executive.

Minsky has had 20 years in the motion picture industry, starting with Warner Brothers Theatres in Philadelphia. He entered distribution in 1936 as a Warner salesman in Washington.

Jack M. Warner Film

(*Continued from page* 1)

aiming toward an early fall opening. Felix Feist directed the film which stars Lee J. Cobb, Jane Wyatt and John Dall.

"The Gun" is Warner's first independent production, although he was associated with Al Rogell in "The Admiral Was A Lady," a United Artists release.

Weigh Security Tax For Theatre Bands

Washington, June 21. — It will be up to a House-Senate conference to decide whether theatres will have to pay Social Security taxes for members of name-bands appearing on their stages.

At present, band leaders rather than theatres pay Social Security taxes. The House-approved Social S[illegible]ity Bill would transfer the burden to theatres. The bill passed by the Senate late yesterday would keep the present setup.

Tightens Ad Code

(*Continued from page* 1)

reason the latter called off his a nounced "Hollywood investigatio Johnston will advise the solon of t new tightening of the advertising co at a meeting in Washington in a d or two, it was reported here.

Additionally, a new section was ac ed to the regulations for the admin tration of the code which provides t advertising already approved may rejected at a subsequent time "if c cumstances arrive either before or ter the picture's release." It was forth here that copy, although a proved once, could be rejected af the development of circumstances such a nature that the copy, if bei presented for the first time, would be approved.

May Recover Expenses

This new section also allows for imbursement by MPAA members unrecoverable "out-of-pocket" exp ditures by any company for any vertising copy previously approved later withdrawn.

The new regulation directs that administrator of the code shall cons with the Advertising Advisory Co cil on any circumstances which he s as rendering previously-approved c as objectionable, and shall file a w ten report with the MPAA presid and secretary. If the president dee the situation sufficiently serious, will call a meeting of the MP board which would function as a bo of appeals, with opportunity for producer or distributor of the film question to appear. A vote of the jority of the board will be decisive.

The reimbursements would be m on a pro-rata basis among MP members, including the compa whose film is involved, in a man to be decided by the board. N member companies also would be imbursed to the extent approved the board.

A statement by Johnston said part:

"The codes (Production and Adv tising) are living documents that flect the accepted moral standards the people who enjoy and support American motion picture.

"From time to time, in faithfuln to that precept, these codes have b amended as conditions warranted.

"As with all others in the past, amendment adopted today strength and fortifies the whole doctrine of s discipline and expands the industr area of service to the public.

"It is the motion picture industr abiding belief that institutions, as dividuals, must exercise socially sponsible self-restraint to maintain the freedoms of democracy."

Allied Unit Wins 1st Move Against La. Tax

New Orleans, June 21.—General Manager M. J. Artigues of Allied Theatre Owners of the Gulf States, said today that the unit has a plan to have the state amusement tax abolished which it presented to the legislature, now in session. It scored the first [illegible] securing a favorable report from the Ways and Means Committee.

ntario Withdraws ob and Sally' Okay

ORONTO, June 21.—Following pro- ts from 100 women's and medical anizations, Premier Leslie M. ost of Ontario today ordered the hdrawal from theatre screens of hygiene film, "The Story of Bob l Sally" for further examinations the Censor Board.

rost said the film will be given a ond censoring in the presence of a nmittee representing the interested ups. This was the procedure when tromboli" was examined three nths ago.

oint Tax Appeal

(Continued from page 1)

s in behalf of repeal of the 20 per t Federal admission tax.

onvening in the Paramount board m, 17 key representatives of the tropolitan Motion Picture Thea- Association, New York Indepen- t Theatre Owners Association and ied Theatre Owners of New Jer- resolved to impress upon the Sen- Finance Committee and the four ators from the two states the con- erable extent to which the tax has tributed to the economic hardship ch many area theatres have felt, h particular emphasis on cuts ch have been effected in theatre sonnel for that reason.

Main target in the associa- ons' drive will be New York's enator Herbert H. Lehman, ho, unlike the other three leg- lators, has remained non- ommittal on the tax repeal uestion.

enator Irving M. Ives of New k, and Senator H. Alexander ith and Robert C. Hendrickson of Jersey, are on record as favor- a reduction in the tax. This fact, the virtual unanimity among Jersey and New York City igressmen for a tax cut will serve the associations' ammunition in roaching Lehman personally. The ups are determined to get a com- ment from the New York Senator.

tercity TV Relays

(Continued from page 1)

k and Schenectady through Sept. in order to relay baseball telecasts n WPIX in New York to GE's RB in Schenectady. The Com- sion said that common carrier fa- ies between those two points are available, and reminded GE of previous FCC policy statements private intercity relay facilities ld be authorized only as tempo- measures.

Wage May Close Theatres

(Continued from page 1)

mum wage for ushers, described as largely part-time workers, usually from high schools or colleges and not dependent upon theatre jobs for their sustenance.

The workers in categories which might be covered by a minimum wage are part-time, with school connections or other positions or means of livelihood, Charles A. Smakwitz, Warner zone manager, said.

Rosenthal Sees 'Crisis'

Leonard L. Rosenthal, who appeared for 51 exhibitors operating subsequent run or small town theatres, stated, "The industry today faces a crisis. Theatres are closing throughout the country, with the total now well over 500 and others can be expected to follow. Of the 18,000 theatres in the U.S., about 8,000 are marginal operations. That is another way of saying they operate in the red. Of the 1,300 theatres in New York State an equal proportion holds true."

Reporting that cost of four projectionists in a fourth run house represents as much as 35 per cent of gross compared with three and one-half per cent in a first run, and citing other figures to show the disadvantage at which the "little fellows" operate, Rosenthal declared, "many exhibitors could spend their time to better economic advantage if they could get a job and work for a salary."

He called attention to the fact that minimum wage schedules have been issued in other industries in New York State and that, whether large or small, these industries are selling service or merchandise on an equal basis, whereas in the motion picture industry "fourth run merchandise must be bought at first run prices and sold with first run cost."

George Gammell, representing the Motion Picture Theatre Owners Association of Western New York and operating four small theatres himself, said money from concessions is keeping many small exhibitors in business.

Charles M. Kurtzman, division manager for Loew's with one theatre in Syracuse and two in Rochester, and Howard M. Antevil, attorney for the Schine circuit, Gloversville, operating about 65 houses upstate, told the board that if an added "burden" of a minimum wage were placed on theatres, curtailment of operation was likely. Kurtzman said that Loew's had already closed balconies in Rochester for matinees and some nights, including at times at the weekend. Antevil declared that it probably would be necessary to eliminate ushers.

Three Would Close

Al Lidman, speaking for three Hellman theatres in Albany and Troy, said they would have to be closed if any additional expense were placed on them.

George H. McKenna, representing Basil Theatres of Buffalo and Niagara Falls, pleaded that film houses "be let alone."

Two speakers for labor, Edward Fonda, of Building Service Local 200 in Syracuse, and Sol Bender, a doorman at the Ritz Theatre, Albany, were heard. Bender, who told the board he drew $22 for 43 hours weekly, asked for an 'improvement in wages."

Questions and comments from board members, including chairman Giaccone, indicated that fixing of some minimum is likely, but no concrete recommendations were made by exhibitor spokesmen. Gammell tentatively mentioned 69 cents hourly, but murmurs of dissent were heard from the audience.

U. K. Pact

(Continued from page 1)

of U. S. earnings up to $17,000,000 annually.

The British plan would continue that same amount of pound convertibility if U. S. investment in British production is maintained at the same level as in the first two years of the agreement. However, there would be penalties for a lesser amount of such investment and incentives for increases.

The Society of Independent Motion Picture Producers is bent on holding out for a better deal, reportedly having found the new British offer wholly unacceptable.

Say Dollar Position Better

Conveniently, published reports from London just prior to the MPEA meeting stated that Britain's gold and dollar reserve this quarter would show its largest increase since the end of the war. That the reserve will have jumped to $2,300,000,000 was forecast. This was brought up at the MPEA session in support of the opinion that England is in a position to do much better by the American industry.

MPEA president Eric A. Johnston disclosed the details of the report by Fayette W. Allport, MPEA's European head, which earlier had been anticipated to figure largely in deciding on the British proposals. However, apparently little discussion followed Johnson's announcement which, reportedly, had it that the American companies in the past two years invested five to six million pounds ($14 millions to $16.8 millions) in British production, co-production and producer's rights, i.e., purchase of hemisphere rights to a British film before production.

Labor View Not Discussed

There was no discussion of the attitude of American organized labor toward the projected new deal for the reason that the other aspects of the overall situation were time consuming. Earlier this week Roy M. Brewer, chairman of the AFL Film Council in Hollywood, had asked that a decision be deferred pending the council's consultations with Richard F. Walsh, president of IATSE.

It is expected that the meeting on next Monday will be attended by the two company president absentees of yesterday—Spyros P. Skouras, 20th Century-Fox, and Nate J. Blumberg, Universal—who were out of town, and that a definite course of action will be decided.

In any event, new meetings with the British are not likely before some time in July. Following the session on Monday, Johnston will leave for the Northwest and is not due back until after July 4.

Two E-L Men In New Posts

SAN FRANCISCO, June 21.—Lloyd Katz, former Eagle-Lion San Francisco branch manager, has been named buyer-booker for the Orpheum, United Artists and Esquire theatres here by Sherrill C. Corwin, president of North Coast Theatres Corp. Meanwhile, John Leo, former E-L district manager, has sold his interest in the recently-opened Geneva Drive-in, and has opened offices here reportedly to enter the production field.

Katz will include among his duties buying for North Coast houses in Porterville, Tracy and Sacramento.

4-Way Radio Link For 'Arrow' Opening

Twentieth Century-Fox has set plans for a four-way radio link for the three-state premiere of "Broken Arrow" in August, in Tucson, Santa Fe, Tulsa and Broken Arrow, with the possibility of a cut-in from the Apache reservation at Whiteriver, Arizona.

The hook-up, blanketing the Southwest, would call for addresses from the governors of Arizona, New Mexico and Oklahoma as they launch the premiere in their states. Both Elliott Arnold, author of the novel, and Indian authority Oliver La Farge would participate in the broadcast.

'Panic' Premiere in Boston July 1

World premiere of 20th Century-Fox's "Panic in the Streets" will take place at the Astor Theatre, Boston, on July 1, it was announced by Andy W. Smith, sales vice-president.

UK Tax Relief

(Continued from page 1)

ernment, 25 per cent to exhibitors and 25 per cent to producers.

Treasury officials, including Sir Wilfrid Eady, said the objective of the proposal is to provide relief for Britain's hard-hit producers, therefore exhibitors are being called upon to pay into an officially-controlled pool one-half of the total tax relief granted for use as a production subsidy.

The reservations with which the CEA general council accepted the proposal are: that all of the increase on admissions over one-and-sixpence be shared equally by exhibitors and producers, with nothing to be paid to the Chancellor of the Exchequer, and that theatres grossing less than £125 ($340) weekly be permitted to retain the entire rebate.

The CEA council is returning to London tonight to confer again tomorrow with Treasury officials and the British Film Producers Association.

Warner Seeks Stay

(Continued from page 1)

the high court's mandate will go to the District Court early next month, and the existing stay, ordered by Justice Douglas early in May, will expire. That means the film companies would have to start work on their divorcement and divestiture plans even though the high court will not rule on the rehearing petitions until October.

just a word about

ROSSEN

In what has come to be an era of
public acceptance of unusual pictures
Robert Rossen
looms large on the Hollywood skyline.
In the picture he is presently producing, *The Brave Bulls*,
he brings to audiences of this and other countries
his film version of the book
which has held "best seller" attention for a long time.
In his last picture, "All The King's Men,"
which won the Academy and every other conceivable award,
he took demagoguery as a theme but
placed it on a plane of complete and thorough audience enjoyment.
In *The Brave Bulls*
he has captured a story of great heart and drama,
against the flashing natural backgrounds of Mexico;
the excitement of its bull-fighting rings,
the glamor of its women,
the allure of exotic intrigue.
It will be Winter
before it's ready for release
but the anticipation of an important picture can be relished now.
It's well worth telling you about it
this far in advance.

THE BRAVE BULLS

BRAVE BULLS

adapted from Tom Lea's best-selling novel!

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 116 NEW YORK, U. S. A., FRIDAY, JUNE 16, 1950 TEN CENTS

deon Fight ay Give UA etter 'Break'

ses Dividend But May in New Voting Right

assing of the June 30 preferred k dividend by J. Arthur Rank's on Cinema company will cost ted Artists, one of the large ers of the preferred, approximate- 125,000 in dividends, trade sources estimated yesterday.

On the other hand, it opens the possibility of UA ob- ining an important voting ght in Odeon in the event the eferred dividend remains un- id for the ensuing 12 months. such an eventuality, voting ghts are transferred from the

(*Continued on page 6*)

cise Tax Slash ances Brighten

ASHINGTON, June 15.—The out- for a new tax bill this year htened today.

House Democratic leaders ere more optimistic than any me in recent months. This timism followed conferences tween house speaker Ray- rn and Democratic members the Ways and Means Com-

(*Continued on page 4*)

DST Is Blamed for Another 30% Drop

Cleveland, June 15.—Thea- res in this area seek repeal f Daylight Saving Time. ince it returned in late April o lure people out-of-doors, hey say, already slumping atronage has fallen another 0 per cent—with neighbor- ood houses the chief suf- erers. Recently, three of he city's 100 neighborhood ouses have shut their doors; hree are running part-time.

Popkin Offers Guarantee Of Product for UA Stock

A guarantee of quality product for distribution by the company, with the amount of cash involved to be determined at a later date, constitutes the basis of proposals made by producer Harry Popkin and studio owner Joseph Justman for the controlling interests in United Artists.

The Popkin plan envisions restoring the company to a self-sustaining basis by its handling films primarily on the basis of quality, the idea being that lesser-bracket product stands little chance of drawing profitable returns for UA in the present market.

UA principals and Popkin and Justman are "in harmony" so far in their negotiations which center around the "quality" proposals and meetings look-

(*Continued on page 6*)

Rodgers Details 55 Films at Sales Meet

TORONTO, June 15.—Opening the two-day Canadian "Say It With Pictures" meeting here this morning at the Royal York Hotel, William F. Rodgers, sales vice-president, told the 36 home office and field delegates details of forthcoming pictures to be produced for the next year at the company's studios in California, and in Italy, India and England. The list totaled 55, of which 42 are films to be produced from Sept. 1, 1950, to Aug. 31, 1951, plus 10 releases for June, July and August, and three special attractions: "Annie Get Your Gun," "Stars in My Crown" and "The Next

(*Continued on page 6*)

RKO Classifications Set for NLRB Vote

WASHINGTON, June 15.—The National Labor Relations Board today directed an election in the next 30 days to decide whether the Screen Publicists Guild or the Sign Pictorial and Display Union—or neither—should represent workers in the New York advertising and publicity unit of RKO Radio Pictures, Inc.

A three-man board panel ruled that while in the past the bargaining pat-

(*Continued on page 4*)

Six Anti-Industry Bills Killed in N.J., Snaper Tells Meet

ATLANTIC CITY, June 15.—Exhibitors of New Jersey succeeded this year in defeating six bills adverse to the industry which had been introduced in the state legislature, Wilbur Snaper, president of Allied Theatre Owners of New Jersey, revealed today in his annual report. The report was read at the initial session of the New Jersey organization's annual convention,

(*Continued on page 6*)

Small Business Aid Bill to Senate Unit

WASHINGTON, June 15.—Hearings are slated to start next week before the Senate Banking Committee on the administration's bill to aid small business, with industry observers predicting that the measure could substantially help both theatre owners and independent producers.

Top government officials from the Commerce Department, Reconstruction Finance Corp. and the Federal Reserve are to testify next Thursday and Friday. Not all of the bill is likely to be enacted this year, but some of it may become law.

Small exhibitors may be especially

(*Continued on page 4*)

Virginia Exhibitors' Meet Starts Sunday

RICHMOND, VA., June 15.—Plans for the Virginia Motion Picture Theatre Association convention are completed according to W. F. Crockett, president. The convention will be held at Old Point Comfort from June 18th to 20th, Sunday through Tuesday.

Leon Bamberger, representing RKO Radio, will speak on "Making Movie Fans for the Future," dealing

(*Continued on page 6*)

SIMPP Gives Arnall Full Power on Pact

To Confer with Mulvey, Lessing on UK Proposals

HOLLYWOOD, June 15.—The Society of Independent Motion Picture Producers today gave its president, Ellis Arnall, authority to accept or reject the British proposals for a renewed Anglo-U.S. film trade pact on the basis of his own judgment after taking counsel with James Mulvey, who accompanied Arnall to the recent London conferences, and Gunther Lessing, executive committee chairman.

The action was taken at the organization's annual meeting, held at the Beverly Hills Hotel here today, and followed a detailed report by Arnall

(*Continued on page 4*)

Wilson Asks More Film Subsidy Funds

LONDON, June 15.—A bill calling for an appropriation of another £1,000,000 ($2,800,000) for the government's Film Financing Corp. was presented to the House of Commons today by Harold Wilson, president of the Board of Trade.

The bill is regarded as an interim financing measure for FFC, which finances independent producers. Wilson is expected to present his master

(*Continued on page 4*)

Stiffer Trust Law Is Making Progress

Washington, June 15.—The House Judiciary Committee today approved a bill to provide a uniform six-year Federal statute of limitations in treble damage anti-trust suits and also to give plaintiffs in such suits authority to use as *prima facie* evidence any decree won by the government in a government anti-trust damage suit.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's SUNSET BOULEVARD A Hollywood Story IS "ONE OF THE ALL-TIME GREATS." —*Movie Stars Parade*

NT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

SIDNEY SCHREIBER, Motion Picture Association of America general counsel, will return here from the Coast on Monday.

•

ROBERT MONTGOMERY was commencement speaker at Adelphi College, Garden City, L. I., and was granted an honorary degree by the university.

•

PHILLIP GERARD, Universal-International Eastern publicity manager, is in Barnesville, N. Y., in connection with a *Life* magazine story on SHELLEY WINTERS.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here on Monday for Toronto.

•

JOHN F. KIRBY, Warner Southern sales manager, has returned here following an extended tour of his territory.

•

BILL LYON of M-G-M's studio publicity department, has arrived here from the Coast and will leave tomorrow for a Canadian vacation.

•

MALCOLM KINGSBERG, former RKO Theatres president, is vacationing at Cape Cod, Mass.

•

WILLIAM M. PIZOR, Lippert Productions vice-president, is at Mt. Sinai Hospital here for a major operation.

•

A. MONTAGUE, Columbia general sales manager, is due back here today from the Coast.

•

SAM STIEFEL, independent producer, has arrived here from the Coast.

Showmanship Topic At Goldenson Lunch

Leonard Goldenson, president of United Paramount Theatres, will be host at a luncheon to trade press representatives at the company's offices here on Tuesday. An exchange of views on showmanship problems, including development of new talent for the screen, will figure in a discussion to follow the luncheon.

'Cactus Creek' Premiere

ATLANTA, June 15.—Universal-International's "Curtain Call at Cactus Creek" had its world premiere at the Paramount Theatre here today, backed by the personal appearances of a group of Hollywood stars headed by Donald O'Connor, John Russell, Lois Andrews and Peggie Castle. The premiere is serving to launch more than 300 dates in the Southern district.

Cinema Lodge Meeting

New York's Cinema Lodge of B'nai B'rith will hold its final get-together of 1949-50 as a dinner-meeting at Rosoff's Restaurant here on June 21, Albert A. Senft, president of the Lodge, announces.

Insider's Outlook

By RED KANN

"BELIEVE me, it is much easier to come to Hollywood and 'soft soap' our people about the 'great' job they are doing than to deal with facts as I find them," Barney Balaban was telling the assembled Paramount convention in Los Angeles the other day.

While he was confining his down-to-earth analysis to Paramount, in effect he also was discussing problems which face other companies and the industry at large.

■

Balaban was correct when he declared the future "will be worthless unless it is based on a solid foundation of reality" and that "anything else is just a dangerous delusion built on a treacherous quicksand of wishful thinking." Films must be made better at lower costs and they must be sold by distributor and exhibitor with all of the showmanship "know-how" of which the industry is capable, he continued.

In a business so largely attuned to enthusiasm and confidence, this is none the less true because it is self-evident. The continuing wonder is that distributors with millions of dollars invested in production have lacked the confidence to back to the hilt the merchandise placed in their charge. Only recently have there been accumulating signs which suggest the old-time fire is being built under the product.

■

There were several passages in Balaban's address, already reported extensively in the news columns, which brought our wondering eye to rest. For instance, he was saying at one point, "The standards of the past belong to another world. The only thinking and planning that will produce results under present conditions are those based on the realities of the future. . . . I can't impress upon you too strongly that any one who thinks about next year in terms of last year is building on a false foundation that will destroy not only him but us. Forget last year's figures! They bear no more relation to present day realities than the standards of silent picture days."

■

This particular passage, fore and aft, interlaced a series of observations about production so that the inference to be drawn is rather apparent. We take it, however, that Balaban was alluding to the whole industry as well, never exempting his own distribution department.

One of the difficulties in these trying times is a subconscious adherence to days and grosses that once were. There can be no question about the urgency to confine these days and those grosses to some pleasant and inaccessible valley. It is wonderful to have enjoyed them, but it is closer to the hard core of reality to understand that we are not likely to have them again and to adjust accordingly.

■ ■

Meanwhile, how's business.

Columbia estimates a consolidated *net* of $1,455,000 for the nine months ending April 1. This would be an *increase* of $1,003,000 over the corresponding period in the previous year.

Warner reports a *net* of $5,897,000 for the six months to Feb. 25. A *gain* of $273,000 over the previous comparative period.

Paramount, feeling its way as a producer and a distributor without benefit of theatre income estimates its first quarter *net* at $1,441,000.

RKO reports a $1,710,944 *profit* for 1949 or *triple* its 1948 net of $504,044.

Republic, in 13 weeks to Jan. 28, shows a *profit* of $290,766 against $248,800 for the identical previous period.

■

In a move from red to black ink, Monogram reflects a 39-week *net* of $123,788, comparing with a *loss* of $463,090 for the preceding comparable period.

Walt Disney Prod. wipes out a loss of $29,245 in 26 weeks and goes to a *profit* of $75,905 for the same period to April 1.

"Father of the Bride" does a very handsome $130,000 in its fourth week at Radio City Music Hall. That's good for an opening week.

"Battleground" is understood to be tipping $4,000,000 domestically with several thousand dates yet to go.

Al Schwalberg anticipates pre-release engagements of "Samson and Delilah" may reach $7,000,000 or better in the U. S. and Canada by October.

How's business?

NEWS in Brief . .

A REPORT to 20th Century-F from 22 manufacturers tied in the "Black Rose" promotion, reve that 635 stores have already plac orders for the merchandise and sig fied their intention of aiding the pr motion simultaneously with the relea of the Technicolor picture on Lab Day.

•

HOLLYWOOD, June 15.—Prizes wor $4,000 will be awarded to winni golfers at M-G-M's 20th annual st dio golf tournament, slated for Su day at the Fox-Baldwin Hills link Prizes were donated by studio exec tives and actors.

•

Washington, June 15.—Fede Judge Curran has denied the quest of John Howard Lawson f reduction or suspension of his o year jail term and $1,000 fine f contempt of Congress. Similar a tion was taken in the case of D ton Trumbo.

•

Appointment of Grace Fischler Hollywood editor and Bill Wise associate editor of *Motion Pictu Magazine* has been announced Maxwell Hamilton, editor of Fawc Publications.

•

ALBANY, N. Y., June 15.—Appoi ment of Sidney Bernstein of Broc lyn, as censor reviewer in the moti picture division of the State Educati Department, and of Frank Torrell a Harry Goldberg as inspectors, was a nounced here today. Bernstein, w has been a training specialist with t Veterans Administration, qualified an open competitive examination.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Bennett
Elizabeth Taylor
"FATHER OF THE BRIDE"
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

JAMES STEWART
SHELLEY WINTERS · DAN DURYEA
STEPHEN McNALLY
WINCHESTER '73
in Person
JOHN PAYN
JAN MURRA
AL DONAHUE
And His Orchestra
Extra
PATRICIA MORISON
PARAMOUNT TIMES SQUARE
Midnight Fea
Nightly

RICHARD WIDMARK
GENE TIERNEY
IN
"NIGHT and the CITY"
— In Person —
Lucille Ball
Desi Arnaz
Ro
7th Ave. & 50th St.
MOVIES ARE BETTER THAN

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35 years a-building

This week marks the thirty-fifth anniversary of the establishment of Quigley Publishing Company, publishers of Motion Picture Herald, Motion Picture Daily, International Motion Picture Almanac and Fame. . . .

. . . and Martin Quigley's thirty-fifth anniversary as editor and publisher in the motion picture industry.

QP

'Movies Are Better' Drive Helps 'Frisco

San Francisco, June 15.—The "Movies Are Better Than Ever" campaign has closed and San Francisco received a tremendous amount of free space in newspapers and on billboards. Reaction of the man-on-the-street is very good. They are talking about motion pictures again and reports have come from many that the campaign stirred up people who have not thought about motion pictures for years—these people are again "movie-conscious."

Chairman Graham Kislingbury, Northcoast district manager, received high praise from the committee for the excellent campaign.

Directors Will Take Video Assignments

Hollywood, June 15.—Personal views of Joseph Mankiewicz with respect to Hollywood talent's accepting television assignments, expressed recently, were endorsed as the organization's official position by the Screen Directors Guild at its first board meeting with Mankiewicz as president.

The Guild announcement quotes Mankiewicz, "Since theatre owners announced they may have to include films as only part of theatre entertainment, we as film creators conclude that our future screen work will not necessarily be confined to screens in theatres. We should avail ourselves of any source of exhibition, such as television, to stay alive." Originally Mankiewicz' statement had been in the nature of a comment on an article by Gael Sullivan in a TOA brochure.

RKO Classifications

(*Continued from page* 1)

tern in New York City has been on a multiple-employer rather than on an individual employer basis, the record in the case was clear that RKO has decided to bargain individually with its advertising and publicity workers, and that since all of the parties agreed that this was all right, the single RKO unit would be found appropriate for the election.

It said the unit would embrace all advertising copywriters, press book editors and writers, publicity and feature writers, planters and contact men who work within New York State, production men, exploitation men who work mainly in New York City and the surrounding Metropolitan area, and salaried artists employed in the domestic advertising and publicity department in the New York City offices, but excluding all free-lance artists, employes in the foreign publicity department, secretaries, clerks, messenger boys, delivery boys, free-lance writers, employes in the art studios and supervisors.

Ballots will be cast by all employes in the appropriate unit employed during the payroll period immediately preceding June 14, including those who were ill or on vacation or temporarily laid off but excluding those who have since quit or been discharged for cause, or any employes on strike and not entitled to reinstatement.

Reviews

"Crisis"

(*Metro-Goldwyn-Mayer*)

FRESH and exciting outline has been given this story of an uprising in a South American country to make it a thoroughly absorbing motion picture. Although the actual events are of a fictitious nature, they bear a striking similarity to recent historic occurrences. The production is dignified by some fine performances from a cast headed by Cary Grant, Jose Ferrer, Paula Raymond, Signe Hasso and Ramon Novarro.

The central theme is a novel one for screen treatment and it is developed with stern and cumulative power. Richard Brooks has given it fluid and competent direction, although there are moments in his screenplay when events seem to be manipulated just a bit too conveniently. There is a love interest between Grant and his wife, Miss Raymond, but wisely, the picture avoids phony romantic trimmings. Audiences will find this strong and unusual entertainment and under proper merchandising it should prove itself at the box-office.

As the story opens, Grant, a noted American brain surgeon, is touring South America with his wife. Unrest stirs throughout the land with the seeds of revolution about to sprout. Unexpectedly, Grant and his wife find themselves in the rude hands of an Army officer and then hustled off on a long and mysterious train ride. Journey's end finds them in the palace of Ferrer, a hated dictator suffering from a brain tumor. Grant is obliged to operate, but in doing so, he incurs the wrath of the revolutionists. The dilemma is posed with intensity and is made more acute when Grant's wife is kidnapped by the revolutionists and held as a hostage. The pattern is resolved when Grant, faithful to his oath as a surgeon, saves Ferrer's life, only to have the latter destroy it himself when the revolution breaks out. An ironic note ends the film. Upon Ferrer's death, Gilbert Roland, leader of the revolutionists, shows the same tyrannical tendencies that he has just helped to overthrow. A sniper's bullet thereupon puts an end to him. Some harshly realistic footage in contained in Arthur Freed's production, especially scenes in which Grant rehearses the delicate brain operation.

Running time, 96 minutes. General audiences classification. Release date, July 7.

Mandel Herbstman

"Rogues of Sherwood Forest"

(*Columbia*)

JOHN DEREK as the son of Robin Hood, proves himself a sturdy chip off the old block in this swashbuckling adventure story. With sweeping aplomb he pits his lance against tyranny and injustice. And when it comes to courting a fair young lady, Derek proves again that he is a man of no mean talent. Filmed in Technicolor, the picture's accent is on action and excitement. The characters and events are on the familiar side and in almost every way the picture respects the conventions of its category. Others in the cast are Diana Lynn, George Macready and the late Alan Hale.

The picture gets underway with Macready, as King John, reigning tyrannically over England. The people's rights are shunned and taxes are levied unjustly. As a champion of the people, Derek's life has been put in jeopardy. At this point Derek, along with his aide, Hale, flees to his hideout in Sherwood Forest, organizes a band of liberty-loving men, and engages in a series of forays against the oppressive ruler. A romantic angle blended into the George Bruce screenplay involves Derek and Miss Lynn. From her vantage point as the king's ward she is able to confer such favors upon Derek as helping him to escape from prison and sending him information on the king's plans by carrier pigeon.

After a series of measures and counter measures from both sides, Derek and his rogues of Sherwood Forest succeed in bringing back justice by forcing the king to sign the Magna Charta. Fred M. Packard produced and Gordon Douglas directed.

Running time, 80 minutes. General audience classification. Set for July release.

M. H.

Excise Tax Cut

(*Continued from page* 1)

mittee, attempting to work out a bill acceptable to the Administration.

The Democrats were reported nearing agreement on a boost in corporate income taxes, some slight reduction in excise cuts voted earlier, and other changes—including, possibly, a 10 per cent tax on television—to bring the bill into balance. Speaker Rayburn said he expected the House Committee to finish its work next week.

Another change improving the outlook for the bill is the looked-for elimination of an earlier voted provision to give a special lower tax rate to economy-brand cigarettes. This has lost the bill the support of Committee Chairman Doughton. If the change were eliminated, Doughton would be more enthusiastic and also the bill would be saved an estimated $90,000,000 annual loss.

Small Business Aid

(*Continued from page* 1)

helped by Title I of the bill which would permit the government to insure up to 90 per cent of any bank loan to small business for $25,000 or less. An industry observer pointed out that such loans could be used for remodeling, replacing equipment and rebuilding or installing television equipment. Larger chains might benefit under this provision and also under Title II, which would set up national investment companies to make larger loans.

Independent producers might get loans from these companies, and might also come in for help under Title III of the bill, which would liberalize RFC loaning policies.

U-I Buys Dreiser Novel

Hollywood, June 15.—Universal-International has bought Theodore Dreiser's "The Prince of Thieves."

Call Off Free TV Shows in Boston

Boston, June 15.—Vigorous opposition of exhibitor organizations has induced the Boston Park Department to suspend its plans to install a 12-by-12 foot television screen on Boston Common in the heart of the theatrical district.

The planned installation, of the giant projector ty[illegible] would permit an audience [illegible] eight to 10 thousands to see free programs nightly which, Park Department officials were told, would adversely affect box-offices here.

5 Percentage Suits Filed in Illinois

Springfield, Ill., June 15.—Separate percentage suits have been file in the U. S. District Court here b RKO, Paramount, Loew's, Columbi and United Artists. The defendant named in each suit are Paul E. Horn Frederick Ballard and William Metcalf, operating the Lux Theatre i Edwardsville, Girard in Girard, an the Jersey in Jerseyville, all in Illinois. Recovery is sought in each sui for damages resulting from allege under-reported receipts on percentag pictures.

Lashly, Lashly and Miller of St Louis, and Brown, Hay and Stephen of Springfield are the attorneys fo each distributor with Sargoy & Stein New York, of counsel.

MPAA Board Meet o UK Pact at Mid-wee

Board meeting of the Motion Picture Association of America whic had been tentatively set for today nov is planned for the middle of nex week, by which time Fayette W. Allport, European representative, wi have completed his report on th amount of American production investments in England in the past tw years. The report will figure largel in the acceptance or rejection of th British proposals for a new trad agreement.

Also on the agenda will be actio on proposed amendments to the industry's advertising code of ethic

SIMPP Gives Arnall

(*Continued from page* 1)

of the negotiations in London and a extended discussion of the proposa made by the British. Though the was no official statement of th SIMPP's attitude, individual membe indicated the general opinion of th British offer was far from favorabl

All officers and executive committe members were re-elected at the meeting. Arnall will leave here tomorro by plane for Atlanta.

Wilson Asks More

(*Continued from page* 1)

plan to Commons next fall, after t effects of current negotiations for new Anglo-US film remittance agreement are known. Britain's terms f a new agreement rely heavily American production here.

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HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Popkin Offer

(*Continued from page* 1)

ing to consummation of a deal were scheduled to be continued last night, informed sources said.

Contrary to trade reports, Popkin and Justman are alone in the projected deal. However, restoration of the company to an "in the black" operation will pave the way to their bringing in others when, it is planned, a large amount of risk in investment would be removed.

The trio of UA negotiators—Arthur W. Kelly, Charles Schwartz and Vitalis Chalif—reportedly see the Popkin offer as one of the few possible means of bringing the company out of its financial plight. Immediate cash rather than product guarantee would be more desirable, but the former is said to be not in prospect.

While UA has had sufficient films to handle, numerically, the amount of good revenue-producers among them has been very limited. The consequence has been an alarming upswing in operating losses.

If the deal actually goes through, UA's line-up doubtless will be cut down considerably along with operating expenses. However, Popkin figures that a fewer number of better films can carry the company far better than a large number of those lacking box-office merit. The negotiations are centering around this idea.

Rodgers Details 55

(*Continued from page* 1)

Voice You Hear . . . ," each of which is being given special handling.

Tomorrow morning, Henry L. Nathanson, president of M-G-M Pictures of Canada, Ltd., and Charles M. Reagan, New York home office executive, will speak.

Tonight, M. L. Simons left for Atlantic City and the New Jersey Allied convention. He will be one of the speakers on M-G-M's merchandising plans tomorrow morning. Following the afternoon session tomorrow, Rodgers, accompanied by Reagan, H. M. Richey, William B. Zoellner, Irving Helfont and Jay Eisenberg, will head back for New York.

M-G-M to Release 42 Short Subjects in '50-'51

Metro-Goldwyn-Mayer will release 42 short subjects during the 12 months commencing Sept. 1, 1950. These will be divided into the following series: 16 Technicolor cartoons (which will include the Tom-and-Jerrys), the prize-winning Cartoon stars, produced by Fred Quimby; six "Gold Medal" reprint cartoons, produced by Quimby; 10 Pete Smith "Specialties," and eight "People on Parade," produced by James A. FitzPatrick. All of these be one-reelers. In addition, M-G-M will release twenty-two reel specials and, of course, the 104 issues of News of the Day.

"People on Parade" is a new series which FitzPatrick photographed in Morrocco, Egypt, Palestine, Turkey, Greece, Italy, France, Spain and Portugal, in Technicolor.

Smith will personally produce and narrate all subjects in his series.

Quits Job for Theatres

SAN FRANCISCO, June 15.—Arthur Rude, Mark Hopkins Hotel promotion man, has resigned to devote full time to his two theatres, located at Pinecrest and Twain Harte, Cal.

Review

"Where Danger Lives"

(*RKO Radio*)

A STRANGE tale by Leo Rosten about murder, fugitive lovers and psychosis has been transformed by scenarist Charles Bennett into a screenplay that departs somewhat from formula, but which, notwithstanding, measures up as only medial entertainment on the register of motion picture melodrama. Not that this John Farrow production does not have its exciting and tense moments. What tends to disappoint is the way the potentialities for unmitigated suspense are wasted by repeatedly telegraphed punches.

From the standpoints of mood and dramatic values, "Where Danger Lives" is splendidly tailored to the talents of Robert Mitchum, who co-stars with newcomer Faith Domergue and veteran Claude Rains, the latter's role being decidedly brief.

The story is about a doctor (Mitchum) and a rich man's wife (Miss Domergue) who make for the Mexican border after the husband (Rains) is killed during a living room brawl between the two men over the lady's affections. Before he dies Rains drops some ominous remarks, the meaning of which becomes progressively apparent as the picture unfolds: the lady is a mental case. Mitchum finds out almost too late. She attempts to murder her lover, who has become badly crippled by the after effects of the fight with Rains, when the wounded man discovers in analyzing her character that it was she, not him, who killed the husband—by suffocation while Mitchum was seeking water to revive the man he struck. Police bullets stop the fleeing madwoman at the border, and Mitchum returns to the sweetheart he forsook (Maureen O'Sullivan) for Miss Domergue. The latter has a difficult role which she handles with professional competence. One is prone to hope she will soon have occasion to exercise it again in a more becoming picture. Cast is rounded out by the late Charles Kemper, Ralph Dumke, Billy House, Harry Shannon and others. Photography by Nicholas Musuraca, much of it in a minor key, is one of the film's strong assets. Irving Cummings, Jr., produced, Irwin Allen was associate, and Farrow directed.

Running time, 84 minutes. General audience classification. Release date, July 8.

CHARLES L. FRANKE

Kill Six Anti-Industry Bills

(*Continued from page* 1)

which will continue through Saturday.

While Snaper did not identify all of the bills for reporters following the closed meeting at which the report was read, he pointed out that one of them would have brought about state film censorship.

Snaper informed the members in his report that all but one of the state's representatives in Congress have expressed sympathy for removal of the Federal admission tax. He said the Congressman who has stood alone is Representative Keane.

No 16mm. Complaints

The New Jersey organization's film committee, of which Snaper is a member, has met with success in recent conferences with distribution executives on "excessive terms," the president's report stated. Snaper noted that "16 mm. competition is under control in New Jersey," and when he invited complaints against 16mm. competition from meeting delegates, none were forthcoming.

Prior to the closed meeting today, the organization's board met, but no report of action taken was released.

The regular meeting established a nominating committee, headed by Harry Loewenstein. The committee nominated Snaper and virtually the entire roster of incumbents for reelection. Vice-presidents renominated are Lou Gold and Sam Frank. Elections will be held tomorrow.

Annual Banquet Today

Other activities that will take place tomorrow include a showmanship meeting, which will feature a large number of guest speakers, and the annual banquet. Following the meeting today, convention guests attended a cocktail party and a preview of M-G-M's "The Next Voice You Hear. . . ."

Snaper included in his report today the comment that there has been little evidence of so-called "forced percentage selling" to New Jersey exhibitors in recent months. He attributed this to action which the organization's film committee has taken.

The organization president expressed gratification over decisions which were handed down recently in the industry anti-trust suit.

Snaper revealed that at the recent Allied States board meeting in Memphis, urgings by New Jersey representatives resulted in the board's taking measures to prevent attacks on the motion picture industry over television and radio. The board appointed Snaper and New Jersey Allied board chairman Irving Dollinger to communicate with film company executives with a view to securing "pro-" rather than "anti-" motion picture references from film stars when they appear in radio and TV.

Praises Promotion

Snaper praised the radio and TV promotions conducted in behalf of UA's "Champagne for Caesar" as being constructive. The Memphis meeting, he said, instructed national Allied president Trueman Rembusch to communicate with Screen Actors Guild's George Murphy in connection with the move for beneficial comments on radio and video.

Snaper reported that there will be a closed exhibitors meeting Saturday night, at which time the subject of arbitration will be discussed. He said he doubted, however, if any action would be taken at that time to commit the New Jersey organization to an industrywide system of arbitration.

Nancy Davis, who appears in M-G-M's "The Next Voice You Hear . . .", visited the New Jersey Allied convention at Atlantic City yesterday, one of a series of appearances she will make in connection with the Dore Schary production.

UA and Odeo

(*Continued from page* 1)

common to the preferred stock-holders 12 months later.

It is estimated that U. A. owns per cent of the Odeon Cinema Hol ings, Ltd., common and 30 per ce of the preferred, which would be 5 000 shares of common and 48,0 shares of preferred. It is conceival that UA could exercise greater voti authority, in alliance with ot[illegible] ers of preferred, through its [illegible] cent interest in that issue than it been able to do herefore with its per cent of the common.

UA Product Slighted

Despite its 50 per cent ownersl of the common, UA has been unal to obtain any effective amount of pla ing time for its product in Odeon th atres. The impasse has been the occ sion for numerous trips to London recent years by Gradwell Sears, U president, and Arthur Kelly, exec tive vice-president, both of whom ha repeatedly but unsuccesfully endea ored to work out the problem Odeon bookings for UA product w Rank and his top aides.

In addition to his holdings in Ode Cinema, UA also owns a substant amount of preferred stock in Ode Theatres, Ltd., and Odeon Properti Ltd., both subsidiaries.

See Struggle Resumed

MOTION PICTURE DAILY repor from London yesterday that passi of the dividend and the resignat from the Odeon board of F. Stan Bates, Eagle Star Insurance repres tative, was interpreted in Lond financial circles as the beginning an armistice in what has ben a co tinuing struggle for control of Ode London observers also believe that struggle soon will be resumed. such an eventuality, UA might f itself a sought-after ally by either the contending sides.

Observers also point out that U Odeon holdings might be enhanced value in the event of an approach test of strength by contenders for co trol. UA has toyed with the idea selling its Odeon stock in the past its principal objective was to obt payment in dollars and that has been feasible for a number of yea

Virginia Exhibitors

(*Continued from page* 1)

with the presentation of special cl dren's shows. Sam Shain of 2 Century-Fox, will talk on arbitrat and conciliation, and Jacob Bere Berlo Vending Co., will talk on m chandising. Other speakers will clude H. M. Richey, M-G-M; Artl Greenblatt, Lippert Pictures; H man Levy, Theatre Owners America; Crockett, and Carli Duffus, local advertising man.

Dinner-Dance Tuesday

Social highlight of the affair be a dinner-dance on Tuesday eveni preceded by a cocktail party to given by Frank Wolf, Jr. and Alexander Film Co. Wolf is local Alexander representative.

Rex Allen, Republic Pictu Western star, will be at the conv tion from Sunday through the clos night to entertain. Exhibits and program were arranged by Leon Gordon, Palace Theatre, Newp News, convention chairman. New ficers will be elected Monday.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

L. 67 NO. 117 NEW YORK, U. S. A., MONDAY, JUNE 19, 1950 TEN CENTS

A Board Meet omorrow on ontrol Shift

pe Sears Present for te on Popkin's Offer

By GENE ARNEEL

oard meeting of United Artists been called for tomorrow to ider the proposals of producer ry Popkin for acquisition of the oration's majority stock, which is held in the U.A. treasury, unting to 12,000 shares.

The UA negotiating commite and Popkin are hopeful that A president Gradwell Sears, o has completed a two-week ay at New York Hospital folwing a minor heart attack, ll be available for tomorrow's ssion.

e aim is to obtain unanimous apal of the full board prior to presion of Popkin's proposition to y Pickford and Charles Chaplin,

(*Continued on page 6*)

itical Tax Votes ill be Taken by use Unit Today

ASHINGTON, June 18.—The House s and Means Committee will take votes tomorrow which will have od deal to do with whether the

(*Continued on page 6*)

ercentage Charges s. Nomikos Ended

Chicago, June 18. — Settleent of the recent three antiust suits brought by local xhibitor Van A. Nomikos gainst the majors and Balaan and Katz, on behalf of is Empress, Olympic, at icero, and Rockne (formerly e Ambassador) theatres, cluded dropping of percenge charges against him.

US Official Tells NJ Allied Bidding No Part of Decrees

Wilbur Snaper Again Heads N. J. Allied

Atlantic City, June 18.— Wilbur Snaper was re-elected president of New Jersey Allied on Friday as anticipated. Also re-elected were Louis Gold, Newark, and Sam Frank, Hammondton, as vice-presidents. Louis Martin, Paterson, was elected treasurer, succeeding Haskell Block, Newark, who became secretary.

Elected directors for three years were Ralph Wilkins, Pitman; Morris Spewack, Carteret; Henry Brown, Lakewood, and Howard Herman, Hawthorne.

ATLANTIC CITY, June 18.—The question of substituting competitive bidding with another selling method was thrown onto the open hopper at New Jersey's Allied convention here on Friday, but no one came up with any answers.

This developed during a question and answer period following an address by Harold Lasser, member of the anti-trust division of the Department of Justice in charge of motion picture litigation in New York, in which he declared competitive bidding was not part of any of the various government decrees.

M. L. Simon, of M-G-M, popped with what proved the $64 question when he asked how to sell without practicing bidding. Lasser was frank to say he could not offer a solution. Sidney Samuelson of Allied of Eastern Pennsylvania had this to offer,

(*Continued on page 4*)

22 Para. Executives, Aides Return Here

Some 22 Paramount home office executives and their aides will arrive in New York today after completing a four-day sales convention at Los Angeles. Barney Balaban, Adolph

(*Continued on page 6*)

COMPO Units Meet June 28, July 12

ATLANTIC CITY, June 18.—The Council of Motion Picture Organizations' management and personnel committee, headed by Leo Brecher, and the membership committee, headed by

(*Continued on page 6*)

20th Launches Religious Film Production Program

HOLLYWOOD, June 18.—Following a nationwide survey to determine the need for religious and biblical films, Darryl F. Zanuck announced today that 20th Century-Fox would begin the production of such pictures shortly for the non-commercial field. He said that plans for such a program were first conceived by Spyros Skouras, 20th Century-Fox president, and recently brought to consummation.

Zanuck said the program "is not only important to 20th Century-Fox and to the whole industry, but to the very way of life of our democratic country. It can be of such vital influence that we are placing the entire

(*Continued on page 6*)

TV Film Company Plans 12 Exchanges

HOLLYWOOD, June 18.—Incorporation papers have been filed at Sacramento for the Hollywood Television Film Distributing Corporation, with Jack Schwarz, now producing features for Eagle Lion Classics, as president and Seymour J. Fisher, former Columbia distribution figure, as vice-president and general sales manager.

The company will establish 12 regional exchanges to handle sales, booking and shipping, with two salesmen working out of each exchange, it was said.

'Gouge' Policy Ruling Sales: T. Rembusch

'Fight or Go Bankrupt,' He Tells Jersey Allied

By RED KANN

ATLANTIC CITY, June 18.—A "ruthless and destructive" drive designed to "gouge every last dollar possible out of the exhibitors' till" is under way nationally and, unless exhibitors resist it, they face bankruptcy, Trueman T. Rembusch, Allied States president, told the Allied of New Jersey convention here Friday.

T. T. Rembusch

In a hard-hitting address in which he eventually

(*Continued on page 4*)

Columbia Will Sell Year's Product As 'Package' Deal

Columbia will make available to exhibitors as a "package" deal its entire 1950-51 product output, with provision for a 20 per cent cancel-

(*Continued on page 6*)

'U' 26-Week Net Up to $272,270

Universal Pictures Co., Inc., had a consolidated net profit of $272,270 for the 26 weeks ended April 29, 1950. This compares with a loss of $465,242 for the corresponding period in the preceding year.

Net profit for the first 13 weeks of this year was $12,924; profit for the second quarter was $259,346.

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Personal Mention

JACQUES CHABRIER, president of Pathe Cinema and the Paris Theatre here, will leave New York today by plane for Paris.

•

GAEL SULLIVAN, Theatre Owners of America executive director, left here at the weekend for Old Point Comfort, Va., where he will address the Virginia MPTA convention in progress there.

•

NAT NATHANSON, United Artists Eastern division manager, heard his two youngsters, GRANT and LEIGH, take top prizes on JOE DIMAGGIO'S NBC quiz program Saturday night.

•

M. J. CULLEN, Loew's Theatres district manager, is at Ft. Henry, N. Y., from San Francisco for a vacation.

•

LOU J. KAUFMAN, Warner Theatres executive, is in Pittsburgh from New York.

•

CHARLES LEVY, Walt Disney Production executive, has returned here from Boston.

•

FRANK SELTZER, producer, has arrived here from Washington.

WB's '50 Years' Bows June 27 at Five Here

Warner's "Fifty Years Before Your Eyes" will begin its world premiere engagement simultaneously in five theatres of the Embassy circuit in the Metropolitan area on Tuesday, June 27, announces Ben Kalmenson, Warner distribution vice-president. The film, which depicts the rise of the U. S. in the past half century, will open at the Embassy, 46th Street; Guild, 50th Street; Embassy Cinema, 42nd Street; Embassy Newsreel, 72nd Street and Broadway, and the Newsreel at Broad and Market in Newark.

Blanquita, Havana, Set As UA Showcase

The Blanquita Theatre, Havana, will be the showcase for United Artists product in this territory under a deal covering 14 films which was disdisclosed here by Arthur W. Kelly, UA's executive vice-president. Said to be the world's largest, the house seats 6,750 and was opened six months ago to house carnivals and similar shows. With the UA deal the theatre will switch to combined films and stage presentations.

Daff Opens U-1 Meet In Brazil from N.Y

Brazilian sales convention, attended by all local U-I branch managers, bookers and salesman, held in Rio de Janeiro for five days ending yesterday, was opened by Al Daff, head of foreign operations, from the home office here, by a special radio-telephone hook-up.

Tradewise . . .

By SHERWIN KANE

CASUAL observation reveals that many in the industry refuse to believe or find it difficult to accept the considered statements of well-informed executives that television is responsible for only a minor part of the decrease in theatre attendance.

To many, television is the convenient, much-publicized and little known bogie-man, on whom all, or nearly all, of the industry's headaches may be blamed. So convinced are they that large segments of the public have become addicted to television to the exclusion of other forms of entertainment, and particularly motion pictures, and that those segments will remain so addicted, that they lose sight of far more important factors which adversely influence theatre attendance.

Not so with those in the industry who are making serious and well-informed attempts to appraise as accurately as possible television's real influence on a declining box office. The Federal Reserve Board last week revealed the results of a consumer spending survey which substantiates much of what those industry executives have been saying about television's minor role in the industry's current difficulties.

•

The Federal Reserve survey showed that new records in sales of durable goods—homes, automobiles, household equipment of all kinds, including, in some but far from all geographic areas, television sets—very probably will be set in 1950. And spending for durable goods has been at successively high levels every year since 1946.

Most durable goods purchases, following traditional American custom, are made on credit, paid for over extended periods of time. How much does the average wage earner, committed to such long term payments, have left for entertainment?

That is a large part of the answer to what's wrong with theatre attendance. Not all of it but, certain, more of the answer than television by itself provides.

•

Coupled with a general loss of overtime pay which formerly provided the extra cash for amusements for many households, regional reductions in employment and other factors, those time payments for record durable goods purchases explain in large measure why the broad picture of domestic distribution receipts and theatre grosses reveals declines in non-television areas equal to or exceeding the declines in areas saturated by television.

But even those factors, opposed to the single explanation afforded by television competition, do not account entirely for the general decline in ticket sales. Certainly, the admission tax is a deterrent to theatre attendance for millions as are, for others, such incidental expenses as hiring of baby-sitters, parking fees and transportation costs, all, of course, in relation to what is left of the family budget after those weekly or monthly payments for durable goods have been made.

Picture quality and individual showmanship efforts, where either is wanting, contribute importantly to the problem. Where they are up to par, or superior, they are *the* factors which alone overcome all the other obstacles to good business. (That convenient term, showmanship, is used here to embrace not only the proper selling of the product to the trade and the public, but also all the phases of good theatre housekeeping and operating that tend to bring a customer up to the ticket window who otherwise would be elsewhere.

•

Finally, inevitably sharing the blame for an important measure of industry insecurity on all sides, are the 12 years of legal convulsions which have and continue to drain vast amounts of resources in money and man-hours from administrative and operating pursuits into barren channels. That is a stream that flows outward only, depleting the industry of essentials and of assets, and returning nothing to it.

For as long as the wasteful, intolerably burdensome litigation continues, all of the symptoms of its malignancy will be evidenced in the depleted strength of the industry.

Myopic indeed are those among us who can close their eyes to all of that and see only television as the adversary which, properly chained and fettered, bereft of our brightest attractions and unable to duplicate them itself, can be left behind as we reenter the land of milk and honey.

Newsreel Parade

PRESIDENT TRUMAN watc ing U.S. Marine maneuvers a the landslide in Japan are featured current newsreels. Other items inclu a porpoise hunt, rodeo and spor Complete contents follow:

MOVIETONE NEWS, No. 49—Natior defense: President Truman sees Mari maneuvers. Midshipmen learn submari tactics. Porpoise hunt. "Broken Arrov gets Parents Magazine award. [illegible] au tion in Australia. Flag Day stor[illegible]

NEWS OF THE DAY, No. [illegible]—Pres dent Truman reviews Marine battle tacti Landslide in Japan. Puerto Rico: theat on wheels. Beauty parade. Goat to U. from Greeks. Israeli on the alert. Porpo roundup. Rugged rodeo.

PARAMOUNT NEWS, No. 86—Tex oil-well fire. Show people in the news: Bi Crosby, Eddie Cantor. French fair of sta Landslide kills 28 in Japan. President Tr man sees Marine games. Bullfight in M drid.

TELENEWS DIGEST, No. 24—Par Communist violence. Landslide in Jap India: Hindus, Moslems try toleran France: air force rebuilding. Mrs. FD "Immortalize Dutch" boy. New Yo World Telegram and Sun strike. Voices the week: Homer Ferguson, Karl E. Mun J. Robert Kingsley, Oscar R. Ewing, Gus Moran, Shirley May France.

UNIVERSAL NEWS, No. 361—Preside Truman watches Marine maneuvers. Lar slide in Japan. Swim for health. Porpo hunt. Street of flowers in Italy. Rod Lazy'man's golf performed by remote co trol.

WARNER PATHE NEWS, No. 88—M rine maneuvers. Landside in Japan. Go for President Truman. World Citizens Paris. Largest outdoor theatre opens Berlin. Mrs. FDR on tour. Gen. MacArth cracks down on Jap Reds. "Dike Boy" i mortalized.

'Rose' Promotions Ar Set by 1,985 Stores

With the close of the week-lo exhibit of "Black Rose" promoti merchandise at the Hotel Warw here on Friday, 20th Century-Fox ported over the weekend that 1, representatives of stores through the country visited the exhibit to p fall "Black Rose" tieups to prom the film.

Starting this week, sales represe atives of the 22 manufacturers p ducing "Black Rose" items will st touring the field setting up pron tions on the many items to be prese ed in the tie-up.

Pleads to 6 Charge Of Infringement

Robert Reynolds has pleaded gu to a six-count information charg him with infringement of copyri of six films, in 16 mm. according Sargoy and Stein, counsel for the tributors. He was fined $100 on e of the counts. The plea was m here June 13 before Judge John Clancy in Federal Court.

Critics Award to 'Rube

CLEVELAND, June 18.—First p was awarded to the Belgian film " bens" at the award dinner of Cleveland Film Festival. Speak at the dinner included Gloria Sw son and Ward Marsh, motion pict critic of the *Cleveland Plain Dea* The award was presented to Tho J. Brandon, president of Bran Films Inc. which is the U. S. tributor of "Rubens."

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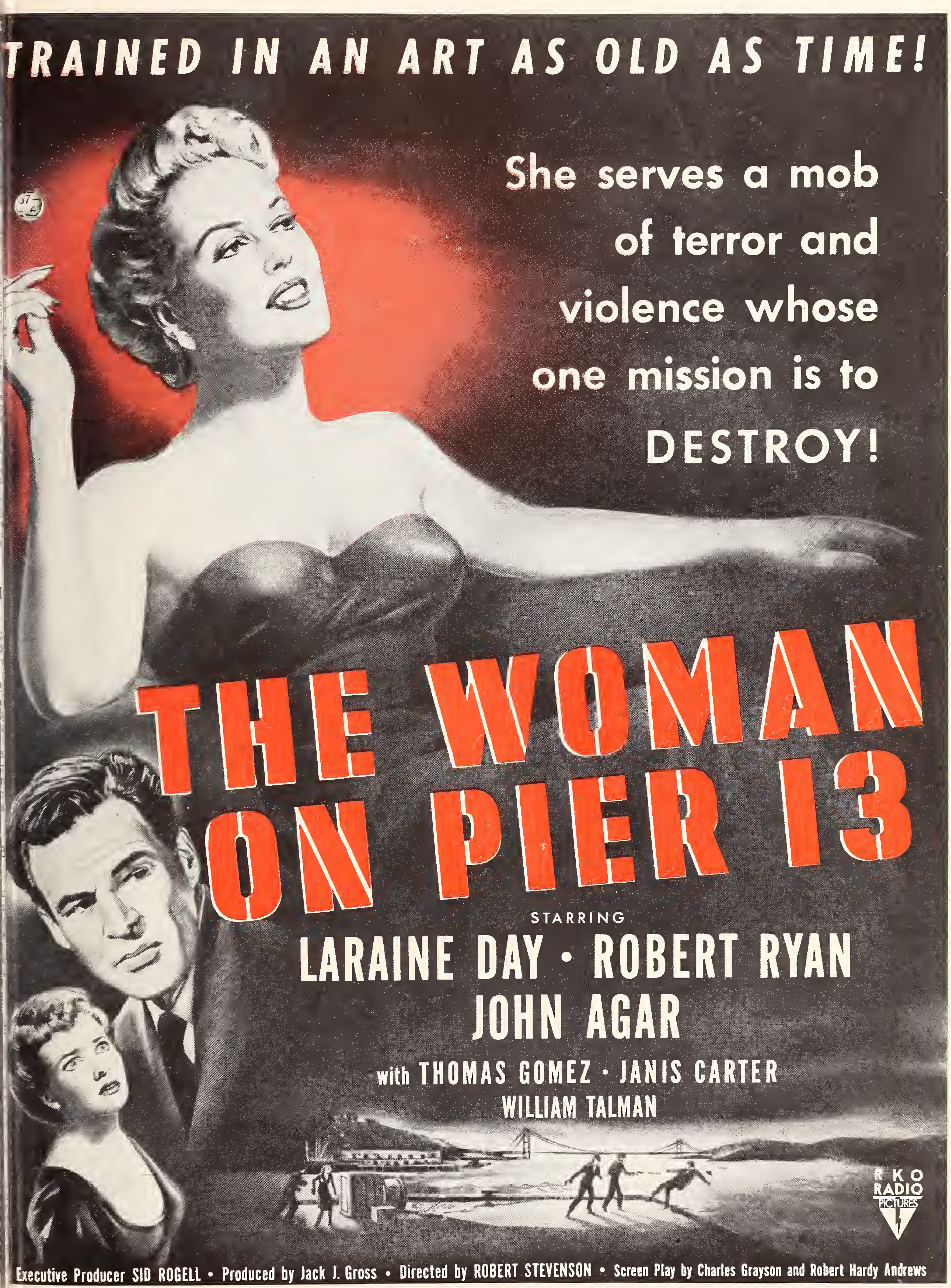

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She serves a mob of terror and violence whose one mission is to DESTROY!

THE WOMAN ON PIER 13

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JOHN AGAR

with THOMAS GOMEZ • JANIS CARTER

WILLIAM TALMAN

RKO RADIO PICTURES

Executive Producer SID ROGELL • Produced by Jack J. Gross • Directed by ROBERT STEVENSON • Screen Play by Charles Grayson and Robert Hardy Andrews

Support THE INDEPENDENCE SAVINGS BOND DRIVE

Rembusch Flays Sales Policies as 'Gouging'

Lasser Speaks On Bidding

(*Continued from page 1*)

"If distributors weren't so busy trying to think up ways of evading the law, they'd find ways to sell." Simon said he didn't regard this as much of a solution.

Significantly or otherwise, Abram F. Myers, Allied's general counsel, was in the room at the time. He merely maintained silence.

Reflecting Department of Justice thinking although he said he was talking as an individual, Lasser reviewed in non-technical language the various decrees and set out to explain what he described as the advantages to the independent exhibitor under their mandate. The effect will not be immediate, he declared, but will probably take a year or two to manifest itself.

Atlantic City, June 18. — Allied States general counsel Abram F. Myers, speaking at New Jersey Allied's annual banquet here Friday, urged exhibitors to use their screens more "boldly and assertively" in aid of the industry campaign to repeal the Federal admission tax. Myers revealed that more than two-thirds of the membership of both the House and Senate have pledged themselves, in writing, to vote for an admission tax cut.

The problem confronting the government, he pointed out was a method of enforcement, the effectiveness of which he placed squarely in the exhibitor's lap. There are two courses open to the government if and when complaints are filed and, after investigation, are found to be justified.

One, he said, might be civil or criminal contempt action. The other, which he observed already has been effective, is to discuss violations with the company-defendant concerned and seek rectification through negotiation. It is within the processes available to the government under existing anti-trust laws, Lasser further observed, to proceed against any employee of any company-defendant.

Some exhibitors raised the question of advanced admissions which are under government ban. Lasser stated if a pattern pointing to price increases can be drawn out of the experiences of as few as five or 10 exhibitors, he felt the Justice Department would have grounds on which to take action. However, he stressed the difficulty of establishing such a pattern based on what he called "the unspoken word" by which he meant oblique, but never direct, suggestions by distributors to exhibitors that they must raise prices in order to close for specific attractions.

Adam Adams of Newark was highly critical of government intervention in the industry and made comment about the inability of the exhibitor to buy in blocks. Both Lasser and Myers refuted this by declaring they knew of no restriction in any decree preventing the exhibitor from buying as many films as he could strike a deal for in negotiating with distributors.

Myers pointed out it was a case of the distributor who did not want to sell in blocks and not the exhibitor who did not want to buy by that method.

W. C. Allen outlined the successful use of television trailers by Baltimore exhibitors. Leon Bach of Rome Enterprises, that city, detailed a tieup with the school board whereby appreciation courses dealing with various phases of motion pictures had been arranged in Baltimore.

Jersey Allied Plea Sent to Schwalberg

Atlantic City, June 18.— New Jersey Allied on Friday wired A. W. Schwalberg, president of Paramount Pictures Distributing Corp., in protest over selling terms of "Samson and Delilah", demanding immediate relief "before New Jersey leads in the number of theatres closed in the United States."

Must 'Fight or Go Bankrupt'

(*Continued from page 1*)

narrowed his attack to M-G-M for its selling plan on "Battleground," Columbia on "Jolson Sings Again" and Paramount on "Samson and Delilah," Rembusch declared "force must be met with force" and suggested:

"The exhibitor resist fully the unfair and uneconomic demands of the distributors.

"Exhibitors report all violations of the New York decree in affidavit form. National Allied is preparing a file of these affidavits so that managers and salesmen who have a proclivity for breaking the law can be prosecuted successfully."

The Allied president launched his onslaught following discussions with Allied leaders in all sections of the country, he stated. "From these talks I have come to a definite conclusion. That conclusion," he said, "is that there is an avaricious force at work within our industry. If that grasping, confiscatory force is not stemmed, every exhibitor will face bankruptcy.

Hits Local Practices

"The powers that have initiated this threat are not readily identified. We hear of distributing companies stating their local managers have full power to allocate pictures yet, when we talk to their managers, they say the power remains in New York. Or we hear managers say quotas established against their offices are of such amount that the local manager must upgrade allocations regardless of the equities involved."

Rembusch was especially caustic about terms he stated distributors were demanding from drive-ins. Two years ago they were "happy" to get 20 and 25 per cent. Last year they demanded 25, 30 and 35 per cent and this year, he alleged, some of the distributors are insisting upon as much as 50 per cent. This, he continued, applied to "indoor," or established, houses as well.

"In every exchange center there is a movement afoot to abandon sliding scale deals now that grosses are down", he added. "There can be but one conclusion and it is that there is a well-organized plan at the top of distribution to gouge every last dollar out of the exhibitors' till. This is no localized drive for increased film rental."

Rembusch charged M-G-M "definitely left policy" in setting up its nation-wide percentage policy on "Battleground" and thereby removed all allocation authority from its local exchange managers on that attraction. He said he understood the identical policy was being followed by Metro on "Annie Get Your Gun" and predicted complete withdrawal of allocation approval from the field where M-G-M is concerned if this situation continues in the future.

Columbia, he continued, lost $2,000,000 to $2,500,000 in distribution revenue by pursuing "its short-sighted policy" on early selling of "Jolson Sings Again." By the time the company "came to its senses" and changed its selling formula, he added, "the film had gone by the board and lost its public appeal."

Charges 'Coercion'

He laid at Paramount's door "coercion" in insisting the exhibitor increase his prices on "Samson and Delilah" and said the result "destroyed a large part of the box-office potential."

The practice of advanced admissions, he also declared, had done "untold damage" to the fight for the repeal of the Federal admission tax in that "it could not be explained away easily to Congressmen and Senators on the tax committee."

As a third method of halting what he kept on describing as attempts at "confiscation" of the exhibitors' business by distributors, Rembusch urged that exchange men and salesmen live up to the promises on percentage selling made to Allied's percentage committee by sales executives in New York. He called on distributors to abandon "penalty selling," described as the kind of selling "where the more business the exhibitor does the less the exhibitor keeps for himself" and to swing over to "incentive selling policies" as are used in many other industries." H. A. Cole of Texas Allied recently made such a suggestion.

Speaks on COMPO

Leon J. Bamberger, RKO Radio's sales promotion manager, delivered an address titled "The COMPO Story" and urged all exhibitors to activate themselves in the movement.

Bamberger, who is assistant to COMPO chairman Ned E. Depinet, reminded that Paul Lazarus, Jr., of United Artists has indicated oral that UA "will cheerfully pay its sha to COMPO but that the individu producers whose pictures UA distri utes will have to be contacted se arately." Since most of the UA pr ducers are members of Society Independent Motion Picture Produ ers, a charter member of COMP it is believed that these producers w go along with the plan, he said.

"Now," he added, "if Eagle Lion Classics will also come along, that will make it virtually unanimous."

Bamberger said he could not co ceive of there being any exhibitor u willing to bear his share of t COMPO burden under the financi plan. "Surely those who expect 'free ride' will be few and far b tween," he observed.

Sam Shain, director of exhibit relations of 20th Century-Fox, intr duced Jonas Rosenfield, advertisi manager of that company, who di cussed showmanship with a conce tration on the campaign successful inaugurated by 110 exhibitors Greater Cleveland and the all-inclusi manual prepared by National Th

(*Continued on page 6*)

Sales Heads Away, Miss Rembusch Talk

Sales executives of the three companies whose sales policies were singled out for specific attack by Trueman Rembusch, Allied States president, at the New Jersey Allied convention in Atl[illegible] City on Friday were away from the city and could not be reached for comment.

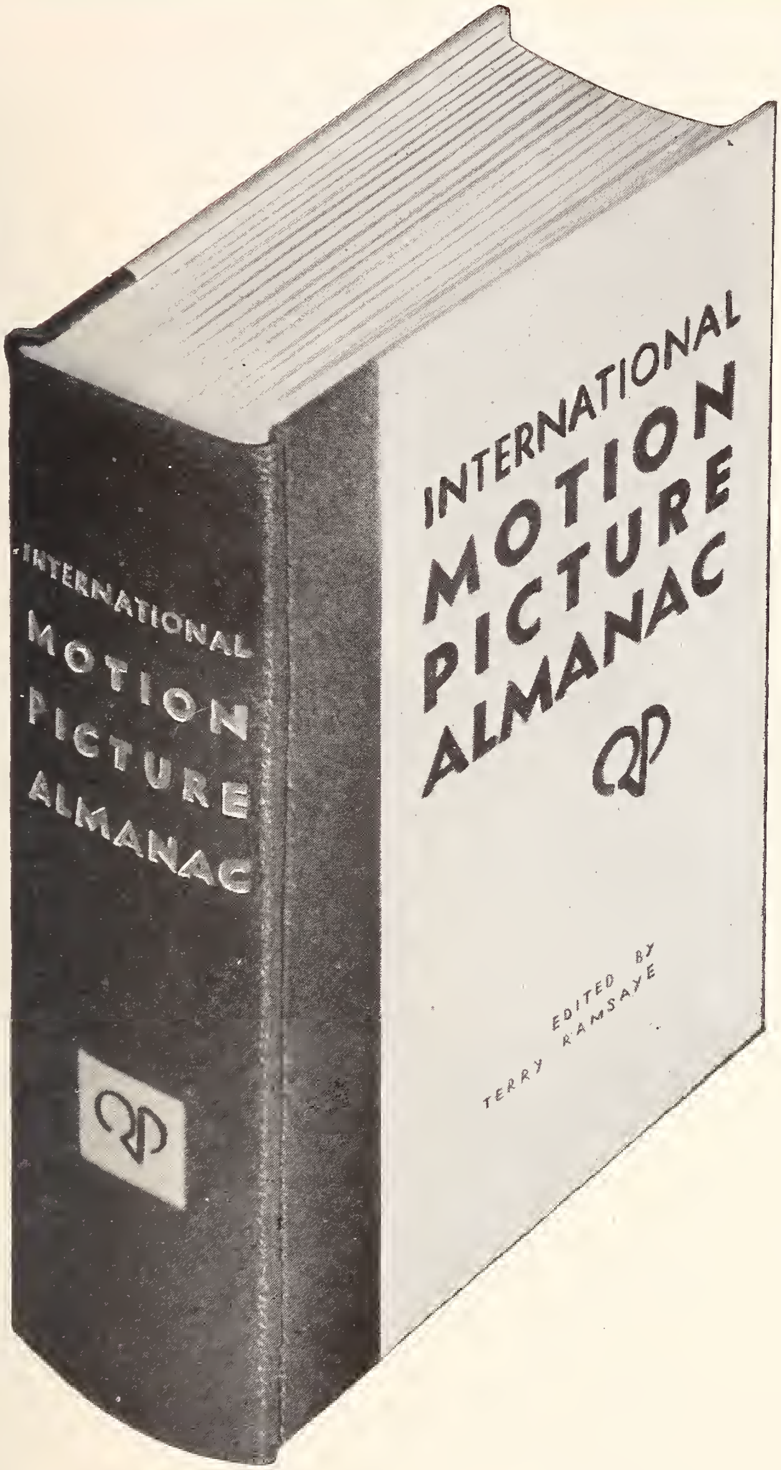
W. F. Rodgers, M-G-M sales chief, was presiding at a company sales meeting in Toronto; A. W. Schwalberg of Paramount was concluding that company's national sales meet in Los Angeles, and A. Montague, Columbia, was en route here from the Coast.

Rembusch Swings At Hollywood, Too

ATLANTIC CITY, June 18.—In hi whole-sweep approach, Trueman Rembusch, Allied States president, lashe at Hollywood as well as distributio in addressing New Jersey Allied convention here Friday.

He charged too many in productio are making pictures for the critic and Academy Awards. "Productio will not regain its Midas touch unt it seeks the suggestions and assistanc of distribution and exhibition towar establishing, a new standard whic naturally, will include abandonment releasing cycles simultaneously dealin with the same theme, such as the pre ent cycle of de luxe Westerns ar pictures on disease."

He also was critical of those wh appeared willing to settle for a 50 p cent reduction in the Federal admi sion tax. "From here on, let's indignant and make it taboo to spea of being satisfied with a 10 per ce cutback," Rembusch said.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for 1950-51

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TELEVISION, *all that is on the record up to closing time—stations, producers, programs, networks, the prospects and promises—and some figures.*

●

Motion Picture
ALMANAC
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New York City

Col. 'Package'

(*Continued from page* 1)

lation privilege, it was learned here at the weekend. Under the deal, the whole output would be sold by definite titles.

It is understood that the company does not intend to go out of its way to sell its pictures under this arrangement. The deal is merely being made available to whoever asks for it.

It was established Friday that Charles Niles, Allied Caravan director, conferred here recently with A. Montague, Columbia general sales manager, on a group selling arrangement. Niles subsequently reported to Iowa-Nebraska Allied members that Columbia will sell under the "package" arrangement. It is reported in the current membership bulletin of Iowa-Nebraska Allied.

Since Montague had not returned here from the Coast on Friday he could not be reached for comment on the new sales policy development. Although previously expected to arrive on Friday, it was reported at the weekend that he would be back at his desk today.

Critical Tax Votes

(*Continued from page* 1)

film industry gets an admission tax cut this year.

The two votes—whether to boost corporate income taxes and whether to eliminate a provision on economy-brand cigarettes—will probably tell whether or not the House passes a tax bill. If the corporate boost is approved and the cigarette provision eliminated—and right now the odds favor that outcome—the outlook for a tax bill is very good indeed.

With these two changes, the bill will be approximately balanced, thus meeting a key Administration demand. And the elimination of the cigarette tax will revive the flagging enthusiasm of Chairman Doughton (D., N.C.) for the bill.

If the Committee takes these two steps, the chances are it will report a final, clean bill to the House on Thursday.

Delay Walbrook Suit; Plan Others Like It

WASHINGTON, June 18.—Trial of the Walbrook Theatre's breach of contract suit against 20th Century-Fox has been postponed until the fall. It was originally set for June 22, but several witnesses are ill or tied up elsewhere.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

US Paris Embassy Told to Ask French to Reopen Pact

WASHINGTON, June 18.—The State Department has authorized our Paris Embassy to formally request the French government to reopen the 1948 Franco-American film agreement.

Some preliminary negotiations have been carried on in Paris on this matter among industry officials, the Embassy and the French government, but no formal request for re-negotiation has been made. A letter was sent by the Department to Paris on Friday, authorizing the step. Presumably our Paris Embassy will act promptly, since the pact, which runs through June, 1952, provides that any re-negotiation request must be made by June 30, 1950.

The film industry is attempting to get relief in three respects in the coming negotiations: A boost in the limit on dubbed American films which can be imported into France each year, now set at 121; a provision that French films must be shown in French theatres only four weeks each quarter, instead of the present five; and a reduction in the present 400 francs per meter tax on each film distributed in France.

Department officials said they did not interpret the 1948 agreement as putting any specific deadline on when re-negotiation must be completed. They indicated they thought it would probably drag out over the summer, depending on a variety of factors, including when Motion Picture Association of America officials can get to Paris, when the French officials have time, and similar matters.

Will H. Hays, who last year completed a series of hearings to determine how French earnings in escrow should be divided among eight U. S. distributors in consequence of conditions that prevailed before the current pact was negotiated, is understood to be putting the finishing touches on the report he will submit to the MPAA board. MPAA president Eric Johnston appointed Hays arbitrator of the differences that arose over the split-up of the funds.

More N. J. Allied

(*Continued from page* 4)

atres. He offered no single panacea, pointing out the return, or the revival, of showmanship was a continuing and long-range effort. His company, he stated, will increase its releases from two to three monthly beginning in August, although on a question from the floor, Rosenfield stated the full implementation of the increase will not become apparent until next year when 20th-Fox will distribute 36 yearly.

Arthur Greenblatt, general sales manager of Lippert Productions, urged his audience to appreciate the importance of keeping independent production thriving as a guarantee of a flow of product. Interlacing his point with statistics, he stated 250 independent films had been produced the year before the war whereas the total had shriveled to 80 last year. Lippert, he added, had made 30 of these. Regularly served by his company currently are 6,500 theatres but individual attractions have played as many as 3,000 theatres additionally, he said.

Another speaker, Richard Hodgson, director of technical operations for Paramount, told the meeting that the total investment to date in the television industry is "estimated at $3,500,000,000, including stations, receivers, transmitting facilities and manufacturing plants—with the rate-of-investment curve steadily upward." He compared this figure with $2,880,000,000 for the motion picture industry. Hodgson said it is unwise for any theatre to adopt a television system limited to black-and-white, since "theatres have an opportunity to lead the broadcasting industry in the presentation of color television programs."

COMPO Units

(*Continued from page* 1)

Robert J. O'Donnell, will hold their initial meetings on June 28 and July 12, respectively, it was divulged here at the weekend in an address before the convention of New Jersey Allied by Leon J. Bamberger, RKO Radio sales promotion manager.

Para. Heads Return

(*Continued from page* 1)

Zukor, A. W. Schwalberg, Max E. Youngstein, Paul A. Raibourn, Ted O'Shea, A. M. Kane, Joseph Walsh, Monroe Goodman, Marty Friedman, Hugh Owen, Phil Isaacs, Russell Holman, Fred Leroy, Oscar Morgan, Arthur Dunne, Louis Phillips, Carl Clausen, Sid Blumenstock, Sid Mesibov and George Weltner are among those arriving.

Two to Las Vegas

Jerry Pickman, assistant advertising-publicity director, and Mort Nathanson, publicity manager, left Los Angeles for Las Vegas over the weekend to plan the two-day world premiere of Hal Wallis' "My Friend Irma Goes West" at the El Portal Theatre, June 25-26.

At the closing session of the Coast convention, Henry Ginsberg, production head, listed the following future productions, among others, all of which are in addition to pictures previously announced.

"This Is Dynamite," starring Alan Ladd; "Dear Mom," sequel to "Dear Ruth"; a story on Mabel Normand, starring Betty Hutton, who will also appear in "Look, Ma, I'm Dancing."

Also a number of Bing Crosby starrers, including "Pardners" with Bill Boyd, "You Belong to Me," "Famous," and a new "Road" picture with Bob Hope. The latter will also star in "The Lemon Drop Kid."

Hal Wallis plans production of five: "That's My Boy," "Night Man," "Sound of Years," "December Bride" and "House of Mist." William Wyler will produce and direct "Carrie Ames" and "Detective Story." Nat Holt will produce "The Great Missouri Raid" and "Warpath."

Others are "Mr. and Miss Anonymous," "Ace in the Hole," "Greatest Show on Earth," "The Trial," "The Mating Season," and others.

With the completion of Ginsberg's presentation on future product, A. W. Schwalberg, president of Paramount Film Distributing, announced releases for the rest of 1950 and also announced the re-release of "Going My Way," Leo McCarey production starring Bing Crosby, which will ope the St. Francis Theatre, San F cisco, on July 4, to be followed general fall release and a full lir new promotion material.

Schwalberg, at the closing ses also discussed releases for Param Week, launching the company's "(en Harvest of 1950" on Labor D

UA Board

(*Continued from page* 1)

who are the sole owners of UA's outstanding stock, each holding 4,00 shares. Final determination on shifting control to Popkin will be made b Miss Pickford and Chaplin, who earl er had authorized negotiation of deal.

Popkin made his offer in meeting with a team of UA negotiators com prised of Arthur W. Kelly, [illegible]utiv vice-president, and board members V talis Chalif and Charles Schwar stepped into the meetings when Sear who was authorized to negotiate orig nally along with Kelly and Chal became ill.

Popkin Guarantees Product

The basis of the Popkin proposal a guarantee of delivery of product f distribution by the company, includi his own productions as well as filr to be made by other producers, wi Popkin providing the necessary finan ing. So far as the latter is concern it is apparent that Stanley Kram figures largely in the deal. T amount of cash involved has not be ascertained.

Popkin and the UA principals a in agreement on all but a few deta and none of these is said to be stro enough to indicate a collapse of t projected deal at this time, accordi to persons in authority on the matt Negotiations continued through l Friday and will be resumed at 2 P.M. today on the remaining items be cleared.

Popkin has been among the m active of independent producers in cent years. His immediate associ in the deal is Joseph Justman, ow of the Motion Picture Center, Hol wood studio at which the Popkin pr uct would be made. Edward Pesk Popkin's Eastern representative, a has participated in the negotiations.

The fact that Popkin has an e mated $4,000,000 tied up in his o productions has given rise to sc speculation in the trade that such cc mitments place him in a somewhat certain position so far as assuming vast responsibilities in taking o UA is concerned. The fact that UA principals have gone so toward consummation of a deal v him seems to discredit this theory.

20th Religious Film

(*Continued from page* 1)

technical and creative talents of organization behind it."

Ten scripts already have been c pleted, Zanuck said, and the stc will go before cameras late in Au or early September with the stu regular cameramen and crews hand the physical phases of production. casts will consist of professional p ers, but will include mostly unkno

The pictures will be designed p cipally for showing by chur schools and other community gr Their subject matter will be nor nominational wherever possible inter-denominational otherwise.

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L. NO. 118 NEW YORK, U. S. A., TUESDAY, JUNE 20, 1950 TEN CENTS

ules Against inal Decrees s 'Evidence'

lks' Suit Decision Bars em from Private Suits

Iinneapolis, June 19.—Federal ge Nordbye has held that the rees for the government which e become final in the U. S. vs. amount et. al., trust suit cannot be 1 by exhibitors in percentage fraud ons as *prima facie* evidence of med anti-trust violations on the of distributors.

Judge Nordbye's decision, ewed as unprecedented, was nbodied in a nine-page opinn handed down in the declartory judgment suit brought ere in Federal Court by Wilam and Sidney Volk against ght distributors. In the suit ach of the eight defendants ad filed counterclaims for

(Continued on page 6)

AG Sets $1,250 as op TV Minimum

evealing its minimum salary ded range as $55 to $1,250, Screen ors Guild (AFL) yesterday mailed its more than 8,000 members a iiled comparison between the ld's contract proposals for tele-

(Continued on page 4)

See Truman Okay of Excise Taxes Bill

Washington, June 19.—The outlook for an admission tax cut this year became relatively bright today, as a result of a generally improved outlook for the tax bill as a whole. The House Ways and Means Committee finished practically all its voting on its pending tax bill, and, by approving a corporate tax increase, arrived at a virtually balanced bill, likely to win administration approval.

Loew's Asks High Court for Rehearing; Others to Follow

Washington, June 19.—Loew's today asked the Supreme Court to reconsider its June 5 decision not to review the divorcement and divestiture findings of the New York Statutory Court.

Warner Brothers and 20th Century-Fox are expected to file similar rehearing requests. They have until tomorrow. There was no indication whether the government planned to ask a rehearing on the high court's refusal to hear its appeal.

In any event there will be no action on any of the rehearing requests until the court reconvenes in October.

Attorneys here said they did not know what effect the rehearing requests would have on the stay of the divorcement and divestiture provisions granted by Justice Douglas.

In its petition today Loew's said

(Continued on page 6)

Pact Up at MPEA Meeting Tomorrow

Board meeting of the Motion Picture Association of America has been set here for tomorrow when its MPEA section is expected to map strategy on its next move in the trade agreement negotiations with the British government.

Another subject likely to come before MPAA directors is a vote on a revision of the industry's advertising code.

Ten Productions a Year to RKO Radio From Wald-Krasna

Hollywood, June 19.—Counsel for the team of Jerry Wald and Norma Krasna today opened a series of meetings with Howard Hughes' studio executives Gordon Youngman and C. J. Tevlin, on a potential slate reliably reported at 10 films annually in the next four years, to be produced independently with RKO financing. Deal which brought Wald and Krasna to RKO allows eight weeks for negotiation on details and properties, with provision that Wald will repay $150,000 advanced by Hughes and become a free agent in case an agreement can-

(Continued on page 6)

Maltz, Bessie, Ornitz Cases Up Tomorrow

Washington, June 19.—Judgment on the Un-American Activities Committee's eight remaining hostile witnesses, originally scheduled to start tomorrow, has been postponed to the following day. District Court Judge Pine, who is to rule on the eight, is tied up on a case and will not be free until then, attorneys said.

Writers Samuel Ornitz, Alvah Bessie and Albert Maltz will lead the list on Wednesday. Adrian Scott, who is recovering from an operation, has waived the right to appearance and will be judged in *absentia*.

20th Asks Extension Of Golden Gate Split

New extension of the deadline on the disposal by 20th Century-Fox of its minority holdings in Golden Gate Theatres and T. and D., Jr., Enterprises will be asked by the film company in discussions with the Department of Justice this week.

Present deadline is today but this is flexible to some extent as it has been with deadlines on the numerous other partnership dissolutions involving major companies in the industry anti-trust suit.

UK Unions Hit By Own Hiring Rule

London, June 19.—The Association of Cine and Allied Technicians, studio union, is demanding full enforcement of its agreement with the Producers' Association that full British production crews be employed for British productions on all foreign locations.

ACT, however, opposes the same principle when applied to American or other foreign productions made here. The union currently is up against a similar demand by the French Technicians' Union which,

(Continued on page 4).

RKO Film Co. Cuts '49 Loss To $3,721,415

Theatres Raised Joint Profit to $1,170,944

Operations in 1949 of RKO Radio Pictures and its Canadian subsidiary (excluding theatres) resulted in a loss of $3,721,415, compared with a loss of $5,288,750 in 1948, which totals included losses on investments in productions, stories and continuities of $1,060,400 in 1949, and $3,357,371 in 1948, stockholders were informed in the corporation's annual report, issued yesterday.

This covers the operations of production-distribution as apart from theatre operations. The theatre-operating subsidiaries showed combined net earnings, before income taxes in 1949, of $6,986,385, including capital gains of $1,541,498 real-

(Continued on page 6)

Sears' Hospital Stay May Delay U.A. Deal

Gradwell Sears, president of United Artists, continued his stay at New York Hospital yesterday and it appeared doubtful that he would attend the UA board meeting today to consider the proposals of producer Harry Popkin for control of the company. A

(Continued on page 4)

90 Drive-ins in the Cleveland Territory

Cleveland, June 19.—Four new drive-ins are opening this month in this territory, bringing the total in the Cleveland exchange area to approximately 90. The four are the Outdoor 30 Drive-in, Canton, opened June 15; Super 30 Drive-in, East Liverpool, opened June 17; Lincoln Drive-in, Van Wert, opened June 16; Sharon Drive-in, Lima, opens June 30.

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's
SUNSET BOULEVARD —"AS SENSATIONAL A GROSSER AS 'LOST WEEKEND'!"
A Hollywood Story
— Film Daily

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

IRVING MAAS, vice-president and general manager of the Motion Picture Export Association, will leave Tokyo for Korea today for conferences with government officials, according to the MPEA here. MPEA has been operating in Korea since the end of the war but no conversion of film revenue is allowed. Presumably some remittances will be sought by Maas.

•

Washington, June 19.—Louis Calhern, director John Sturges and an M-G-M location unit have arrived here for three days shooting on "The Magnificent Yankee," in which Calhern plays the part of Supreme Court Justice Oliver Wendell Holmes.

•

LONDON, June 19.—Sir Alexander Korda has brought suit against James Mason claiming a refund of a £50,000 payment made to Mason under a two-film contract which never materialized. Mason is preparing a countersuit in which he alleges no scripts ever were offered him under the 1947 agreement with Korda.

Industry Leaders Commend Para. Meet

Messages of commendations from industry leaders all over the world have been received by company president Barney Balaban and sales chief A. W. Schwalberg following their pronouncements on policy, product and progress made at Paramount's national sales convention in Los Angeles last week. Among those who have wired were: J. Arthur Rank, Leonard Goldenson, Robert Weitman, Edward L. Hyman, G. A. Metzger, G. Ralph Branton, J. L. Schanberger, J. J. Fitzgibbons, Edmund Grainger, J. Myer and Louis W. Schine.

Full TV Promotion Set for 20th's 'Arrow'

In line with the company's TV trailer plans on all of its forthcoming pictures, 20th Century-Fox is currently preparing for extensive use of the new medium for its Technicolor production "Broken Arrow."

In addition to the regular pattern of saturation spots worked out by the company, special interest is being paid to those TV shows which have definite appeal to audiences interested in the film's theme and background, the company said.

The film committee of the Association on American Indian Affairs has cited 20th Century-Fox for "honest dramatic treatment of Indians" in its film, "Broken Arrow."

Hodes in New ELC Post

Sylvia Brownfeld has resigned as head of the foreign service department of Eagle Lion Classics here to go into domestic life. Ted Hodes, formerly of the E-L domestic print department, succeeds her. Miss Brownfeld has been in the department for three years.

Personal Mention

HAROLD MIRISCH, Monogram-Allied Artists vice-president, has arrived here from the Coast for conferences with STEVE BROIDY, president, who will arrive here from Europe next Sunday.

•

STIRLING SILLIPHANT, in charge of special promotions for 20th Century-Fox, and MRS. SILLIPHANT are the parents of a boy, LOREN EDWARD, born Sunday at the LeRoy Sanatarium here.

•

HAROLD HECHT, Warner producer, and MRS. HECHT are the parents of their second child, a boy, born last week at Cedars of Lebanon Hospital, Hollywood.

•

JANICE ELLIN SARGOY, daughter of EDWARD A. SARGOY of Sargoy and Stein, was married Sunday to RICHARD HARVEY ROSENBERG at New Rochelle.

•

VICTOR MICHAELIDES, of Th. Damskinos and V. Michaelides, distributors of Universal-International pictures in Greece, is in New York from Athens.

•

GEORGE GLASS, Stanley Kramer Productions vice-president, has cancelled his trip here from the Coast. He was due in New York yesterday.

•

MORT NATHANSON, Paramount publicity manager, has returned to New York from Las Vegas, Nev.

MURRAY SILVERSTONE, 20th Century-Fox International president, left here yesterday for London, where he will join SPYROS P. SKOURAS, 20th-Fox president.

•

JAMES R. GRAINGER, Republic distribution vice-president, is at Gloversville, N. Y., today and will return to New York Thursday. He is accompanied by JOHN P. CURTIN, special sales representative.

•

JOCK LAWRENCE, Goldwyn Productions vice-president, returned here yesterday from London and Paris.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, left Toronto yesterday for Kansas City and St. Louis.

•

EARL J. HUDSON, United Detroit Theatres president, has been re-elected president of the Detroit Civic Light Opera Association.

•

JOSEPH V. EDWARDS, assistant office manager and auditor for the Motion Picture Export Association here, is the father of a boy, his fourth child.

•

AL TAMARIN, United Artists publicity executive here, and MRS. TAMARIN are vacationing in Bermuda from New York.

•

ABRAM F. MYERS, Allied States general counsel, left Washington yesterday by plane for Dallas.

3-Point TV Forum on NTFC Anniversary

Celebrating its second year, the National Television Film Council on June 28 will hold its fifth quarterly forum and luncheon, at the Hotel Warwick, New York City.

Forums will be comprised of three sessions, the first, a forum on distribution, will be headed by John Mitchell, sales manager for United Artists Television, and will start at 10 A.M. At noon there will be a break for the luncheon. At one P.M the production forum, headed by Ralph Cohn of Screen Gems, Columbia TV subsidiary, will meet. At three, the television station forum will meet, headed by Robert Paskow, film director for WATV, Newark, and Helen Buck, film director of WCAU, Philadelphia.

Renominate Sterling

WASHINGTON, June 19.—The Senate Inter-State and Foreign Commerce Committee has reported favorably to the Senate the nomination of George E. Sterling for another seven-year term as a member of the Federal Communications Commission, starting July 1. Early Senate confirmation is expected.

Para. Cuts Stock Issue

ALBANY, N. Y., June 19.—Paramount Pictures Corp. has filed an amendment to its by-laws reducing its capital stock from 4,000,000 to 3,385,206 shares, as approved by stockholders at their last annual meeting in New York.

Las Vegas Chamber Denies Seltzer Charge

Regarding the recent filming of Paramount's "My Friend Irma Goes West," the Las Vegas Chamber of Commerce has denied charges attributed to Hollywood producer Frank Seltzer before the Senate Committee that "powerful gambling interests" prevented him from using Las Vegas as the locale of a picture he intended to produce, according to Paramount here. Chamber president Vern Willis said, "Reason for refusal to cooperate was based entirely on a script placing Las Vegas in a bad light."

Willis pointed out that not only were the entire facilities of the city placed at Paramount's disposal but plans are going forward to hold the world premiere of "My Friend Irma Goes West" at the El Portal Theatre and the Flamingo Hotel on June 26.

Daff on Chamber Board

Alfred E. Daff, executive vice-president of Universal-International Films, Inc., has been elected to the board of directors of the American-Australia Association and Chamber of Commerce, which is dedicated to improving trade and cultural relations between the U. S. and Australia.

Tinsley to Associated

John G. Tinsley, formerly advertising manager of *Advertising Agency* magazine and *Advertising and Selling*, has joined Associated Publications as advertising manager here, succeeding Raymond Levy, resigned.

Nathanson Predicts 1950 Will Be Good

Toronto, June 19.—Metro-Goldwyn-Mayer of Canada president Henry L. Nathanson reports that 1949 business surpassed 1948 and this year looks even brighter.

Five of 'The 10 See Quick Release

In New York yesterday before le
ing to stand trial tomorrow a
Thursday in Federal District Co
in Washington on contempt-of-Co
gress charges, five of the so-call
"Hollywood 10" issued the followi
formal statement:

"Facing imprisonment with us is
important section of the United Sta
Constitution. Since the American p
ple have never long tolerated
shackling of the Bill of Rights,
can only believe they will seek
quick release."

The five were screen writers Al
Bessie, Lester Cole, Ring Lardn
Jr., and Samuel Ornitz, and direc
Edward Dmytryk, whose statem
was said to express the views also
writers Herbert Biberman, Al
Maltz and Adrian Scott.

Kanturek Showin Films to Russians

Louis Kanturek, Eastern Europ
supervisor for the Motion Picture E
port Association, will be in Mosc
from his Prague headquarters to
to screen 16 Hollywood films for p
sible sale to Russia under its agr
ment with Eric A. Johnston, MP
president, the MPEA office here
vises.

Russia agreed to take 20 U.
films at $50,000 each in its pact w
Johnston two years ago. Kantu
has shown various films in Mosc
on two previous visits but none
been accepted as yet. The deal p
vides for payment in New York
U. S. dollars.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Bennet
Elizabeth Taylor
"FATHER OF THE BRIDE
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

JACK H. SKIRBALL and BRUCE MANNING
present
CLAUDETTE COLBERT
ROBERT RYAN in
The SECRET FURY
with JANE COWL · PAUL KELLY
In Person
JACK CARTER · DeHAV
GLOR
TIP, TAP & TOE
Extra! RAY ANTHONY
and his ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Fe
Nightly

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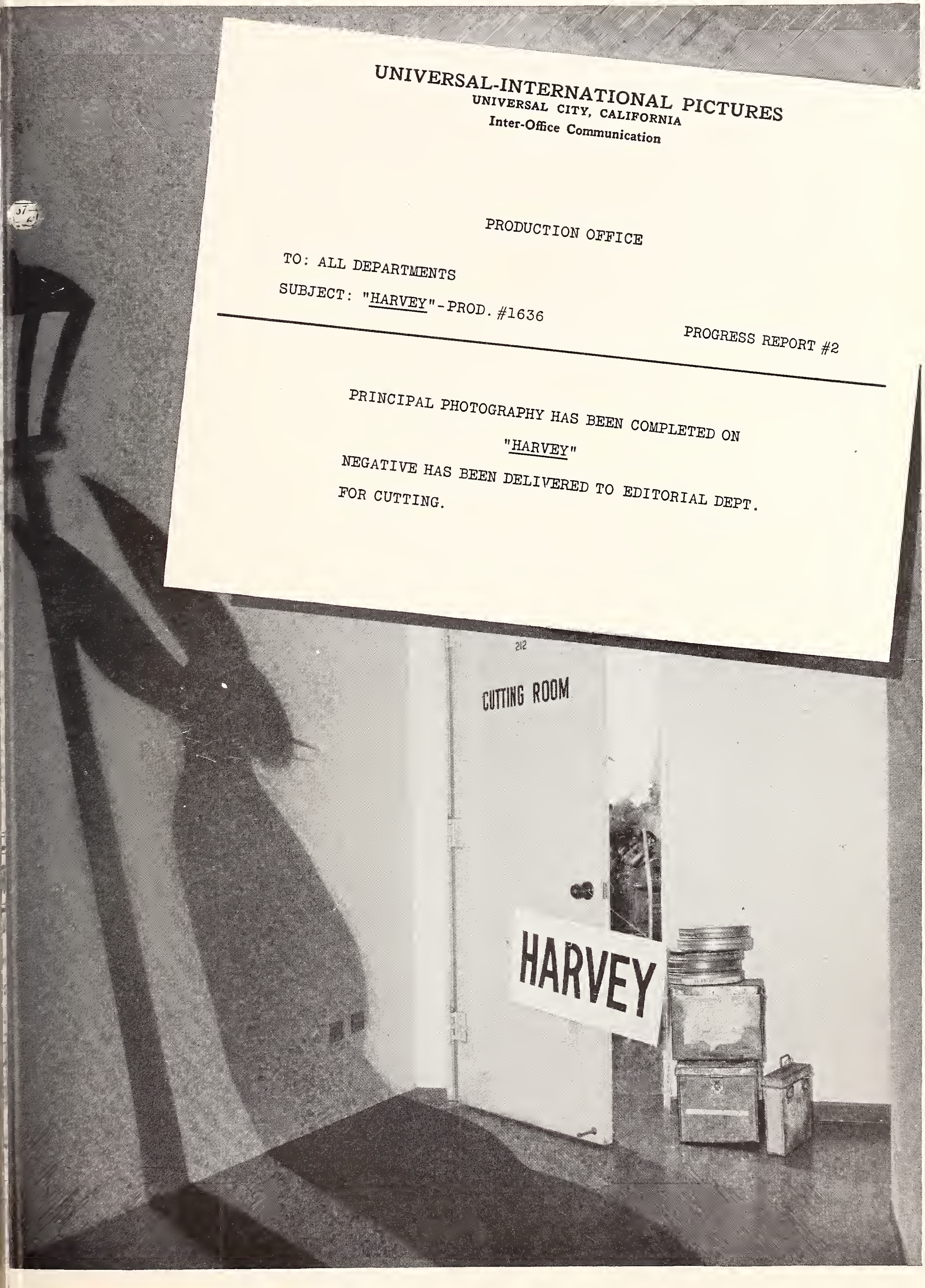


UNIVERSAL-INTERNATIONAL PICTURES
UNIVERSAL CITY, CALIFORNIA
Inter-Office Communication

PRODUCTION OFFICE

TO: ALL DEPARTMENTS

SUBJECT: "HARVEY"-PROD. #1636

PROGRESS REPORT #2

PRINCIPAL PHOTOGRAPHY HAS BEEN COMPLETED ON

"HARVEY"

NEGATIVE HAS BEEN DELIVERED TO EDITORIAL DEPT. FOR CUTTING.

27 Rank Films To Pentagon

Pentagon Pictures Corp., New York, through H. David Frackman and Bert Goldberg, announces a deal with J. Arthur Rank whereby their company will take over the release in the U. S., Alaska and Hawaii of 27 British-made features, having a production value of over $15,000,000.

Goldberg, general sales executive, has selected three of the productions to be released as "specials," backed by high-calibred exploitation and advertising. The first two are "Men of Two Worlds" and "London Town," both in Technicolor. The other is "Eureka Stockade."

In addition to the above films the titles of the pictures under the contract consist of "Beware of Pity," "Cardboard Cavalier," "Bad Lord Byron," "Daybreak," "Esther Waters," "History of Mr. Polly," "Pink String and Sealing Wax," "Stop Press Girl," "Here Come the Huggetts," "Vote for Huggett" and "The Lost People."

Also, "Third Time Lucky," "The Spider and the Fly," "Once a Jolly Swagman," "Helter Skelter," "All Over the Town," "It's Hard To Be Good," "Floodtide," "It's Not Cricket," "Look Before You Love," "Traveler's Joy," "Warning to Wantons," "Music of the Master" and "Another Shore."

With the exception of a few pictures, that had a premiere at the New York Winter Garden and Park Avenue theatres, the rest have never played the United States.

10 Films Started, 11 Are Completed

HOLLYWOOD, June 19.—The production tally dropped one point this week, for a total of 30. Ten pictures were started, while 11 were completed.

Started were: "Counterspy Meets Scotland Yard," "The Hero," "Gene Autry and the Mounties" and "Born Yesterday," Columbia; "Counterfeit," Monogram; "Rio Bravo," Republic; "Texas Triggermen," RKO Radio; "Katie," Universal-International; and "Breakthrough" and "The West Point Story," Warner.

Completed were: "Lorna Doone," "Raiders of Tomahawk Creek" and "Pygmy Island," Columbia; "The Gun," Independent; "To Please a Lady" and "Watch the Birdie," Metro-Goldwyn-Mayer; "Hit Parade of 1951," Republic; "Target," RKO Radio: "Under the Gun" and "Women on the Run," Universal-International; "Dallas," Warner.

U-I Aims Saturation Air, TV Drive for '73'

The New York Paramount Theatre world premiere of Universal-International's "Winchester '73" and the 500 dates from Coast-to-Coast scheduled for July 12, are being backed by a saturation radio and television promotion campaign which has already featured 79 network and 59 local radio "plugs" emanating out of Hollywood and New York as well as eight on network television and 15 on local video.

The radio and television promotions will be intensified as the July 12 Coast-to-Coast kickoff draws nearer.

Reviews

"50 Years Before Your Eyes"

(Warner Brothers)

THE world we live in, a half decade of it, the people and events which made the headlines, and most importantly the two big wars which belied pronouncements of civilization's advancement—this is "50 Years Before Your Eyes." An enormous collection of newsreel clips relate the history as it happened, beginning with President McKinley's inauguration and traversing the ensuing five decades with pictorial notations on the fads and diversions of the ever-changing times, as well as the momentous developments in the restive world. The film concludes with present-day tensions, hopeful that a strong and alert America can lead the way to international peace.

"50 Years" represents a tremendous job of research and editing, is accompanied by interesting, intelligent off-screen narration by many familiar voices, principally Arthur Godfrey's. It is an important documentary all the way and should be well received by anyone concerned at all with world affairs. Additionally, the glimpses of women's fashions and the like, and personalities on the lighter side of the news back through the years doubtless will provide nostalgic delight for many.

Alfred Butterfield did the writing with Thomas H. Wolf, Robert G. Youngson directed, Walton C. Ament supervised and Butterfield also produced. Demanding mention, perhaps, is the fact that March of Time recently released a similar feature, "Golden Twenties," covering only that one decade.

Running time, 70 minutes. General audience classification. Release date, July 29.

GENE ARNEEL

"Peggy"

(Universal International)

A MILDLY agreeable farce cloaked in Technicolor, "Peggy" presents Diana Lynn, Charles Coburn, Charlotte Greenwood and Barbara Lawrence in a mix-up about marriage and the annual Queen of Roses competition in Pasadena where the film was shot. Gist of the story is that Miss Lynn finds herself a leading candidate for the crown which leads to a variety of complications for the reason that she is secretly wed and ineligible.

The play moves along at a good pace and the performances are satisfactory but it is the color photography which constitutes the film's top asset. Tinting is especially helpful at the conclusion when the Tournament of Roses parade of floats passes in review. On the whole "Peggy" comes through as satisfactory program fare.

Professor Coburn abandons his classrooms in Ohio to spend the rest of his days in semi-retirement in Pasadena and is accompanied by his two daughters, the Misses Lynn and Lawrence. Miss Greenwood is their next-door neighbor, a widow who takes over the Coburn household much to the distraction of the professor.

Charles Drake, Rock Hudson, Connie Gilchrist, Griff Barnett, James Todd and Jerome Cowan are among the supporting players in the piece which eventually works out well for all concerned. Miss Lynn reveals her marriage to a football star and sister Barbara wins out as Queen of Roses. Ralph Dietrich produced and Frederick de Cordova directed. George F. Slavin and George W. George were the writers.

Running time, 77 minutes. General audience classification. For July release.

$1,250 Top Minimum

(*Continued from page* 1)

vised motion pictures and those of the Television Authority (AFL), new union formed by "live" talent unions. Meanwhile, the National Labor Relations Board here is studying petitions with a view to setting a date for an election which could settle the jurisdictional dispute.

The Guild's comparison lists 17 points on which "the TVA contract proposals would undercut working conditions for motion picture actors," as the Guild maintains. SAG claims that TVA is seeking to take from the Guild jurisdiction over actors in televised motion pictures.

It makes public for the first time the complete text of the Guild's contract demands on producers of motion pictures for television. These demands include $55 minimum to $300 per day for a single role for day players in a single picture; $300 per day up for day players in a single role in a single picture; $55 per day, $300 per week minimum for stunt men; $55 per day, $175 per week minimum for professional singers; minimum weekly salary of $175 and up to $1,250 for a single role in a single picture for weekly free-lance players. The demands also stipulate that separate motion picture commercials shall be subject to all of the day player conditions.

UK Unions Hit

(*Continued from page* 1)

faced with its own unemployment problem, is insisting that full French crews be employed by British producers working in France, regardless of what British technicians are employed on such productions.

ACT's George Elvin announced recently that 955 members of the union are unemployed, a gain of 183 over the last report two months ago. Closing of J. Arthur Rank's General Film Distributors Laboratories and G. B. Animation are said to account for the increase. A further rise is expected when production ceases on Rank's Children's Films.

UA Deal Delay

(*Continued from page* 1)

unanimous vote by all board members is being sought before presenting the projected deal to UA owners Mary Pickford and Charles Chaplin. Consequently this may await the time Sears is available.

'Teresa' Starts This Week

With casting completed at the weekend, production of "Teresa," Loew's International film to be produced by Arthur Loew and directed by Fred Zinnemann, starts here Thursday.

Canada in Bid ForProductior

TORONTO, June 19.—In a forma move to stimulate the Canadian Co operation Project of the Motion Pic ture Association of America, the de cision was reached at a meeting her of the Association of Motion Pictur Producers and Laboratories [illegible] Car ada to offer the facilities of t[illegible] ana dian companies to American producer to encourage production in the Do minion.

The president of the Canadia group, J. J. Chisholm of Associate Screen News, Toronto, announce that a committee had been appointe to advise U. S. producers on the avai ability of personnel and equipment i the 17 member companies.

The Canadian association offered t co-operate with any major U. producer on the making of a Canadia short subject "which would general correct many misconceptions concer ing Canada."

Says Canada Would Like Its Share of U. S. Production

OTTAWA, June 19.—Commenting the statement dealing with MPAA Canadian Cooperation Project pr posals and prospects by the Associ tion of Motion Picture Producers ar Laboratories of Canada, of which is secretary, Graeme Fraser said Ottawa, "We would like to have share of American production in Ca ada. There is nothing in the Canadia Cooperation Project to help Canadia producers."

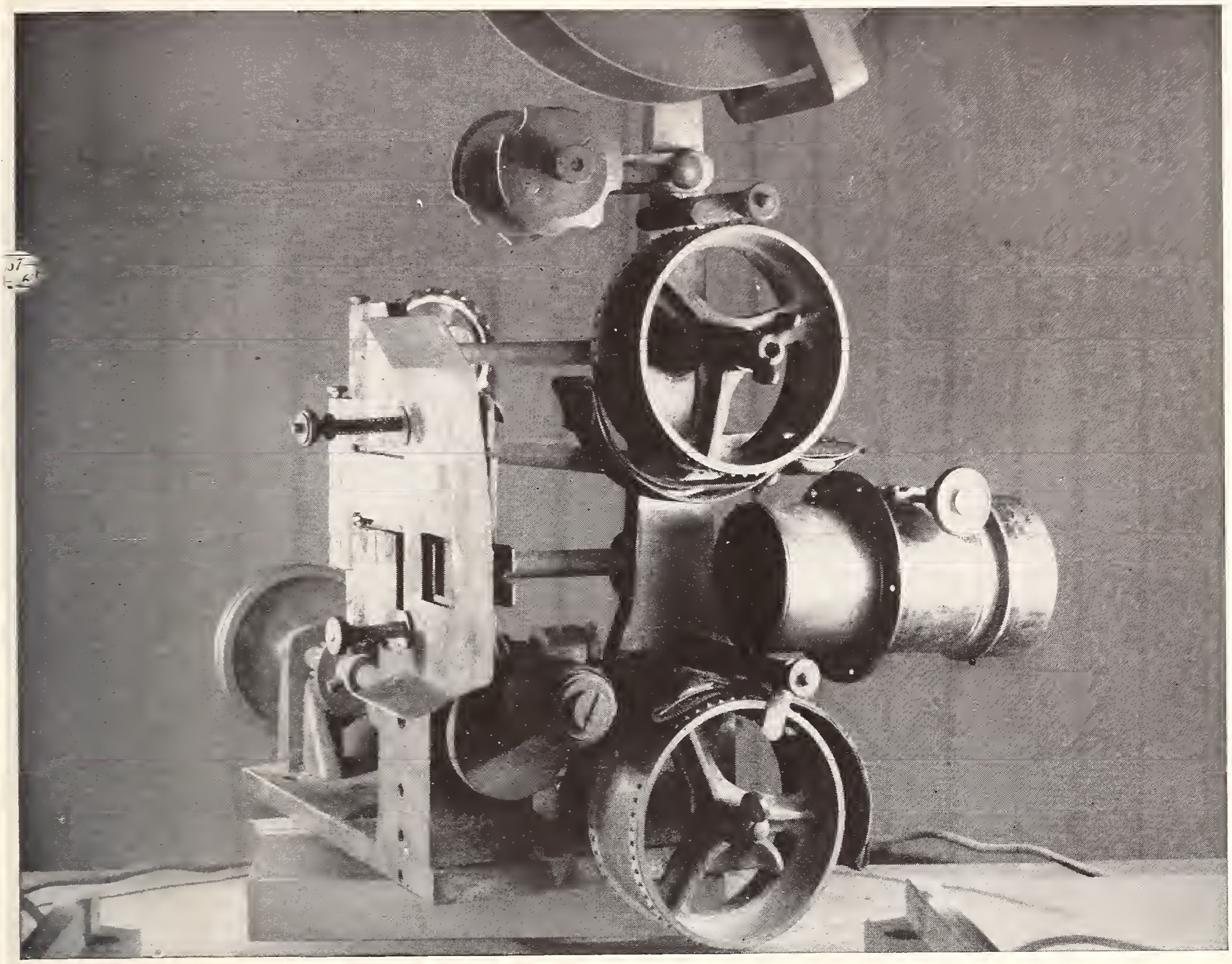
Inform Coast Uni On UK Film Pact

HOLLYWOOD, June 19.—The Holl wood AFL Film Council, represen ting an aggregate of 20,000 stud workers, was briefed on details proposals made by the British in t Anglo-American trade pact neg tiations at a regular fortnightly me ing today by chairman Roy Brewe who reported on information receiv to date. Although the matter was d cussed fully, the Council reserved a tion and withheld an expression of attitude pending the arrival of IATS president Richard Walsh, who w bring the studio groups up to date his conferences with British lab leaders. Date of Walsh's arrival Hollywood is not yet known. It understood the majority of Coun members indicated satisfaction w the position taken by Eric Johnst and Ellis Arnall, with respect to Br ish demands for a commitment make stipulated production inve ments in UK annually.

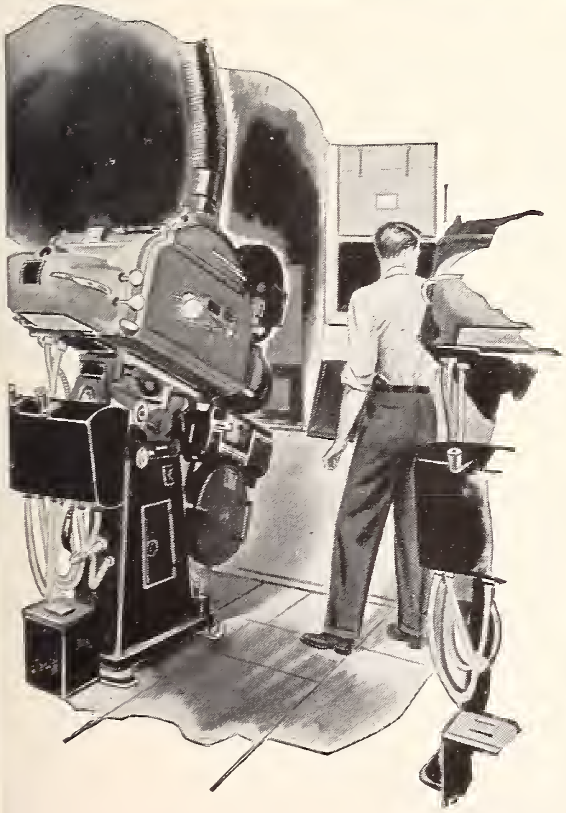
20th Plans Billboar Drive for 'Way Out'

Plans for an extensive national bi board campaign are under way at t 20th Century-Fox home office in co nection with the forthcoming relea of the Darryl F. Zanuck's "No W Out," the company states.

Starring Richard Widmark, Lin Darnell and Stephen McNally, picture will be given a broad ca paign with home office advertisi and exploitation staffers currently s veying the posting situation throug out the U. S.



The Armat Vitascope which projected the first theater movie, April 23, 1896.



With this, the "unseen showman" got his epoch-making start . . .

THE projectionist has come a long, long way . . . since the 1890's when he put on his show with equipment such as this.

And today, as then, much of a motion picture's success depends upon the unseen showman in his booth.

To his sure sense of split-second timing . . . to his alert control of sound . . . to his deft handling of elaborate equipment . . . the film illusion owes much of its dramatic, realistic presentation on the screen.

Helping the projectionist to keep the mechanics of the medium from intruding is the top quality of Eastman motion picture films (both sight and sound) . . . members of a famous family started more than fifty years ago.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Spain and Mexico in Product, Money Pact

Mexico City, June 19. — J. Castillo Lopez, director general of the Ministry of the Interior's cinematographic section, has approved the making between Mexico and Spain of a reciprocal exhibition agreement, the basis of which is for every Mexican picture exhibited in Spain a Spanish picture will be screened in Mexico. Exhibition proceeds will form a fund against which Mexican and Spanish producers may draw when they please. That fund is seen as obviating frozen money difficulties.

Rules Against

(*Continued from page* 1)

damages claimed to have been sustained by fraudulent percentage picture returns.

The Volks had asked that they be given leave to amend and supplement their complaint so as to set forth the final decrees for use as *prima facie* evidence. Attorneys for the defendants opposed the motion on the ground that the provision of the Clayton Act, permitting final decrees in favor of the government to be used as evidence in suits brought by private parties against defendants in the government suit, was not intended by Congress for use in support of a defense by exhibitors that distributor claims for damages based on fraudulent percentage returns were unenforceable because of distributor anti-trust violations.

Decrees Not 'Applicable'

Pointing out "that a lengthy and initial trial in this Court on the issue of defendants' (distributors') anti-trust violations may be avoided," if the Court were to accept the plaintiff exhibitors' contention that the final decrees in the government suit were admissible as evidence, Judge Nordbye nevertheless ruled that on the basis of the language, history and purpose of this provision of the anti-trust laws, the provision was not applicable to this type of proceeding, and could not be used to support an exhibitor claim or defense that percentage fraud damages could not be recovered by a distributor because of the distributor's violation of the anti-trust laws.

Not a 'Private' Suit

The Court pointed out that this suit by the exhibitors, for a declaratory judgment and an injunction against the distributors attempting to enforce their license agreements, was not a private suit "seeking relief from damages suffered or anticipated from anti-trust violation," which are the only private suits permissible under the anti-trust statutes, and which "are confined to those situations where damage or threatened injury exists" from a violation of the anti-trust laws.

Counsel for the distributor defendants were Edward A. Sargoy of the New York law firm of Sargoy and Stein, and David Shearer of the Minneapolis law firm of Shearer, Byard, Trogner and Peters. Benedict Deinard and Melvin H. Siegel of the Minneapolis law firm of Leonard, Street and Deinard, argued for the plaintiffs.

Review

"The Flame and the Arrow"

(*Warner Brothers*)

SHADES of the leaping, agile Douglas Fairbanks are invoked by the performance of Burt Lancaster in the "The Flame and the Arrow." The picture is a swashbuckling adventure story produced in the grand manner. The plot departs little from the conventions of a picture of this kind, but one of the things which sets it apart is a sly comic undertone that runs throughout. Obviously the participants had a merry time in making the picture.

Filmed in Technicolor, it has just about everything for a picture of its kind. That includes beautiful women and suavely sinister villains, handsome scenery, daredeviltry, action and excitement. Fans of all ages will enjoy this one. Others rounding out the cast are Virginia Mayo, Robert Douglas, Aline MacMahon and Nick Cravat.

Set on the Lombardy plains of ancient Italy, the picture's main conflict centers between Lancaster, a deadly marksman with the bow and arrow, and Allenby, (The Hawk), head of a band of mercenary soldiers sent down to tighten an oppressive grip on the unhappy district. An added complication is provided by the fact that Lancaster's wife has abandoned him for Allenby. The three-cornered conflict deepens when Allenby seizes Lancaster's seven-year-old son, Gordon Gebert, so that the child may be with his mother. His life endangered, Lancaster takes to the woods and organizes his own motley band of fighters. There follows attack and counter-attack between both sides. Finally, through the ruse of pretending to be a band of travelling acrobats, Lancaster and his men enter Allenby's Castle and overtake it after a pictorially vivid battle.

Miss Mayo, as the niece of Allenby, falls in love with Lancaster, thereby providing the romantic angle. Before the happy ending, there are some thorny moments, including one in which Lancaster has to hold her chained as a hostage. An outstanding performance in pantomime is given by Cravat as the mute aide to Lancaster. Harold Hecht and Frank Ross produced and Jacques Tourneur directed, from the screenplay by Waldo Salt.

Running time, 88 minutes. General audience classification. Release date, July 22.

MANDEL HERBSTMAN

Goldwyn to Speak At British Academy

The British Film Academy, through chairman Ronald Neame, producer, has invited Samuel Goldwyn to speak to the membership this evening, the Goldwyn office here reports. There will be a private showing of Goldwyn's latest, "Edge of Doom." Goldwyn will conduct a forum, answering questions about Hollywood activities.

'Big 3' Asking

(*Continued from page* 1)

that the court did not have the opportunity to hear argument and review briefs containing new evidence which Loew's presented to the New York court after the high court had remanded the case.

"Where a decree such as this strikes down a business of making and showing pictures, jeopardizing the livelihoods and investments of thousands," the petition said, "this court in good conscience should not dispose of the appeal on its own motion without oral argument, without briefs or without adequate opportunity to examine this record."

Loew's pointed out that the motion picture industry is in a "recognizable decline," and that the number of picture which can be released abroad is "severely restricted." Dissolution of Loew's as a producing-exhibiting unit, the petition said, "will definitely compel a material curtailment in making the superior quality motion pictures for which this country has become world famous over the years."

The company does not appeal from any of the District Court's provisions enjoining certain trade practices, the petition went on, but bases its request only on the questions of divorcement and divestiture. It told the court that Loew's operates only one-fourth the number of theatres left to Paramount under its consent decree with the government and that it operates only in towns with other first-runs.

Santana, Brandt May Produce in England

LONDON, June 19.—Robert Lord, partner with Humphrey Bogart in Santana Prod., is here to look over studio facilities for possible production of "Sirocco," based on the French novel, "Coup de Grace." Columbia, which will distribute the picture and is financially interested in it, has offered the Nettlefold Studio, which it has on lease. Wherever the film is made, Curtis Bernhardt will direct it.

Also here looking at production facilities is Jerrold T. Brandt, who is planning a Cornel Wilde production in Technicolor, based on the novel, "Lord Johnnie," which Columbia also may distribute.

RKO-Wald-Krasna

(*Continued from page* 1)

not be reached. This is considered highly unlikely, as Wald and Hughes had reached a harmonious understanding on production policies in general some time before Wald first sought release from his Warner contract which still had 23 months to run before Warner agreed to cancel it for the $150,000.

Wald will be joined July 1 by Ranald MacDougall, the screen writer, whose contract with Warner will be terminated then by mutual agreement.

During the time that the negotiations are under way, Wald has consented to assist Hughes in certain of RKO production operations, and for this purpose Wald will move into offices at the RKO Gower Street studio immediately.

Film N. O. Port for TV

NEW ORLEANS, June 19.—Television films made of the Port of New Orleans by Paul Meeks, WMCT-TV cameraman, will be available to TV stations in other cities. Memphis has already shown the film.

Producer Bill Pine Raps Untidy Houses

Detroit, June 19. — In town ahead of "The Lawless," producer William H. Pine took a crack at theatre owners, declaring, "Part of the reason why people are staying away from the movies is the condition of many theatres. The buildings are old and rundown. They need paint. Carpets are dingy and torn, the seats are hard.

"Producers are knocking themselves out to give the public better movies, but the theatre owners won't keep up their houses. The trouble is that not enough owners are showmen."

RKO Loss Cu

(*Continued from page* 1)

ized from the sale of investments in affiliated companies, compared with net earnings, before income taxes, of $6,930,137 in 1948 when capital gains were said to be insignificant.

The financial breakdown on Ra Keith-Orpheum Corp., which is t parent, accompanied proxy stateme to the stockholders preliminary their annual meeting in Dover on Ju 25. The consolidated profit $1,710,944 was announced last mon

To Elect Directors

On the meeting's agenda are election of directors and stockholde approval of extending the deadline the corporation's divorcement to D 31, 1950. All present board memb are slated for re-election, includ Maurice H. Bent, Noah Dietri Francis J. O'Hara, Jr., Ned E. I pinet, Howard Hughes, A. Dee Sin son and J. Miller Walker.

The net profit before income ta of RKO-Pathe for 1949 was $226, compared with $106,155 in 1948. T subsidiary produces the "This America" series, among other sh subjects, and last year made its f feature, "The Tattooed Stranger" a modest budget.

Indebtedness of the corporat under its revolving fund credit rangement with three banks here r is $8,500,000, compared with $6,500, at the end of last year, it was ported.

Depinet on Divestiture

In a separate statement, presid Depinet told the stockholders that directors and management believe t under present conditions it is adv tageous to continue the business as integrated enterprise to the end this year, rather than having effe the divorcement on last May 8, had been scheduled. The company that the condition of production-tribution was not strong enough the time to separate from theat the profits from which more than set the losses of the former. The S. Statutory Court already has proved the extension but directed it be subjected to approval of stockholders.

Consolidated net working capita the corporation at the end of was approximately $51,500,000, pinet reported.

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MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 119 NEW YORK, U. S. A., WEDNESDAY, JUNE 21, 1950 TEN CENTS

oew's, RKO, ol., 'U' Win ranc Dispute

ill Hays' Decision holds Billings Pact

Vill H. Hays, arbitrator of the ute among eight distributors the division of the sum France ed to pay the American indus- under the Franco-American film yesterday ruled in favor of the alled "underage" companies after ng had the case under advise- since Oct., 1948. The "under- companies are Columbia, Loew's,) Radio and Universal.

ne original sum involved was 72,138, which has been increased nwhile by the accumulation of -est. The entire cost of the pro- ings, which Motion Picture Asso-

(Continued on page 6)

CA Approves 92 lms for Germany t $3,250,000

ASHINGTON, June 20.—The Film isory Committee of the Economic peration Administration has ap- ed plans of about 16 film compa- to distribute some 92 films in nany during 1950 under ECA ertibility guaranties.

ighteen of the 92 films were pro- d by independents. However, e of these will be distributed by ted Artists and RKO. Most of the

(Continued on page 6)

Pa. Allied Seeks ore Family Films

HILADELPHIA, June 20.—Eastern nsylvania Allied called upon film panies to make more family pic- s in order to offset the current -office slump at a general member- meeting here today.

ome 45 exhibitor members unani- sly approved a resolution passed

(Continued on page 3)

U. S. Reports New Industry Firms Decline

WASHINGTON, June 20.—The steady post-war climb in the number of firms in the motion picture industry came to a halt in the last quarter of 1949, the U. S. Department of Commerce discloses.

The Department said that there were 14,300 firms in the industry at the end of Sept., 1949, and that the figure was the same at the end of December—the first quarter since the

(Continued on page 6)

Circuits, '306' Near Pension Plan Pact

A pension program for New York City projectionists, under joint sponsorship of the circuits and IATSE Projectionists Local No. 306 is reported to be in the late stages of negotiation. The union is said to be con-

(Continued on page 6)

ASK NEW STAYS OF N. Y. DECREE

Loew's, 20th, Warner Ask High Court Review and Stays Until Decided

WASHINGTON, June 20. — The Supreme Court has been asked to further stay the divorcement and divestiture provisions of the New York court decree until it has had a chance to rule on the rehearing petitions of the three film companies appealing the lower court order.

Loew's yesterday asked the high court to reconsider its June 5 refusal to hear the appeals, and 20th Century-Fox and Warner filed similar rehearing petitions today.

But in addition, Loew's and 20th-Fox today asked the high court to extend its stay of the provisions until

(Continued on page 6)

Grosses Fair At N.Y. Runs

Annual influx of out-of-towners is underway but only a few of New York's first-runs appear to be deriving any significant box-office benefit. The current week is ranging from dull to fair for most spots in town with one especially big exception, the

(Continued on page 3)

Clears Crescent in Drive-in Operation

NASHVILLE, June 20.—A restraining order forbidding Crescent Amusement Co. from participating in the ownership and operations of a drive-in at Lewisburg has been dissolved by Federal Judge Leslie Darr of Chat-

(Continued on page 6)

Awaiting Walsh, Brewer Asks Delay on UK Offer

Roy M. Brewer, chairman of the AFL Film Council in Hollywood, has asked the U. S. industry to hold off on accepting or rejecting the British proposals for a new trade agreement pending the Council's consultation with Richard F. Walsh, president of the IATSE. Walsh is due in New York from London tomorrow and is scheduled to continue on to the Coast for conferences with studio labor groups.

Brewer made the request in telegrams to Eric A. Johnston, president of the Motion Picture Association of America, and Ellis G. Arnall, president of the Society of Motion Picture Producers. He expressed appreciation for the manner in which the negotiations were conducted, "particularly with respect to the presentation of labor's interests."

So far as the SIMPP is concerned,

(Continued on page 6)

Sears Is Better, Deal For U.A. Still Waits

In lieu of an expected board meeting, United Artists directors are continuing informal conversations on the bid by producer Harry Popkin for control of the company with formal consideration of the deal still awaiting the availability of president Gradwell Sears. While his condition is said to have improved greatly Sears is expected to remain in New York Hospital, which he entered three weeks ago following a heart attack, at least until the end of the week.

House Committee Final Tax Bill Provides 10% Cut

WASHINGTON, June 20.—With a final vote to give corporations less time to pay their Federal income taxes, the House Ways and Means Committee today finished its voting on a 1950 tax bill.

House leaders, confident that the bill now meets Administration demands, planned to have the bill formally reported to the House Thursday, debate to start Tuesday, and

(Continued on page 6)

Va. MPTA Appoints Executive Secretary

OLD POINT COMFORT, Va., June 20. —Retention of the advertising firm of Murray-Duffus as public relations counsel and the appointment of Carlton Duffus of that firm as executive secretary was announced today by president W. F. Crockett as the three-day convention of the Virginia Mo-

(Continued on page 3)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's
SUNSET BOULEVARD IS "A STANDOUT!"
—Variety
A Hollywood Story

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

SAMUEL GOLDWYN was made a life-long, honorary member of the British Film Academy in London yesterday at a dinner given in his and Mrs. Goldwyn's honor. He thus becomes the first American producer member of the Academy, according to the Goldwyn office here.

●

Hollywood, June 20.—Jean Hersholt was elected to his 14th term as president of the Motion Picture Relief Fund at the annual meeting tonight, with all other incumbent officers re-elected. Reports by officers showed that 7,982 industry workers were aided by the fund during the past year.

●

HOLLYWOOD, June 20.—Eugene Zukor is the new president of the Paramount studio club. He was chosen by the new board of governors and will take office on July 1. Other officers named are A. B. Hilton and William Cowitt, honorary presidents; William Abbott, vice-president; Mariane Martin, secretary; H. E. McCroskey, treasurer.

●

London, June 20. — Steve Broidy, president of Monogram and Allied Artists, and Norton V. Ritchey, Monogram International president, sailed for the U. S. today on the *S. S. Caronia.*

●

BUFFALO, June 20.—I. E. Chadwick, president of the Independent Producers Association of Hollywood, addressed a luncheon-meeting of exhibitors in the Hotel Statler yesterday, sponsored by the local Monogram and Screen Guild exchanges.

200 Stores Pledge 'Rose' Promotions

An all-out, all-store promotion for 20th Century-Fox's "The Black Rose" has already been pledged by more than 200 leading department stores of the country, it was announced by the company. Plans include window displays, newspaper ads, radio and television promotion, fashion shows, in-store displays, direct to customer mailings and are scheduled to hit during the last week in August prior to the mass Labor Day release of the Technicolor picture.

Big U-I Ad Campaign For 'Winchester '73'

The most extensive Universal-International advertising budget in years has been set up for the nationwide day-and-date opening of "Winchester '73" on July 12. The Jimmy Stewart starring Western, now concluding its Broadway pre-release run at the Paramount Theatre, is stacking up the largest number of day-and-date bookings in the company's history, according to U-I.

Drive-in Opens Thursday

Opening of the new Elmsford Drive-in, near Elmsford, N. Y., on Route 9-A, is set for Thursday night.

Personal Mention

ELLIS ARNALL, SIMPP president, has arrived in New York from Atlanta.

●

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, spoke before the Rotary Club at Sioux City, Ia., this week and will address the Lions Club at Greeley, Colo., next Monday.

●

WILLIAM B. ZOELLNER, head of M-G-M's short subject and reprint sales, will return here today from Albany, N. Y.

●

EDMUND GRAINGER, producer, and KENNETH GAMET, screen writer, are in Washington from the Coast.

●

MAURICE HARRIS, Universal-International home office exploiteer, is in Buffalo from New York.

ISADOR LUBIN, president of Confidential Reports here, will represent the U. S. State Department at a meeting of the Economic and Social Council of the Nations at Geneva, Switzerland, next month.

●

GEORGE H. GAMMEL, president of the Motion Picture Theatre Owners of New York, Western zone, and ROBERT HAYMAN of Hayman Theatres, Niagara Falls, are in Albany, N. Y.

●

LEON J. BAMBERGER, RKO Radio sales promotion manager, will return here today from exhibitor conventions at Atlantic City and Old Point Comfort, Va.

●

MRS. GRATIA LOCKE, co-owner of the Savoy Amusement Co., Louisville, is confined to St. Joseph's Infirmary there.

Kelly Discloses New Bookings with Rank

Reporting an increase in playing time for United Artists' product on the Odeon and Gaumont-British circuits in Great Britain, Arthur W. Kelly, executive vice-president of U. A., disclosed yesterday that Harry M. Popkin's "Ellen" and I. G. Goldsmith's "Three Husbands" will be played over the entire Odeon circuit starting July 24. The deal for the two pictures, Kelly said, is the latest in a series of booking arrangements worked out between U. A. and the two circuits controlled by J. Arthur Rank.

Currently playing Gaumont-British houses, following their first-run at the London Pavilion, are the Popkin Productions' "Champagne for Caesar" and "D. O. A." Two other U. A. features, "Mrs. Mike" and "Johnny Holiday," were booked into Odeon theatres after a first-run at the Odeon Leicester Square, while "Africa Screams" and "Outpost in Morocco" recently completed a run in the G-B theatres following their twin premiere at the London Pavilion.

These bookings were coincidental with a decline in Rank production.

3 Top 20th-Fox Films Are Set for Broadway

Three major productions from 20th Century-Fox will arrive on Broadway this summer.

The trio include the Technicolor "Broken Arrow," which will have its world premiere at the Roxy Theatre on July 21; the Technicolor "The Black Rose," which will have a world premiere at the Roxy on Aug. 25, and Darryl F. Zanuck's "No Way Out," set for its premiere in mid-August at possibly two or three Broadway houses.

Lift West German Ban

Warner's "Colorado Territory," first American film to be banned in Western Germany, has been released for general showing, according to press reports from Wiesbaden.

Van Houdt Buys 6 Theatres in Detroit

DETROIT, June 20.—Trade in Detroit is brisk with new circuit alignments rapidly shaping up all over town.

In the latest move Jack Broder, Realart Pictures president, disposed of all of his Detroit holdings which he built up to a successful circuit over 10 years. Remi Van Houdt, an outstater, moves into the Detroit scene taking over Broder's Castle, Dunbar, Rainbow, Rex, Seville, and Time theatres. Mayer Reznick and Dave Flayer will remain as partners in the Rex as they were with Broder and Lloyd Turrell will remain as supervisor.

Also major is the local deal in which the Krim Brothers are turning over the large Lasky Theatre to the Saul Korman circuit. Nate Talcott, who has been managing the Apollo, will manage the Lasky as the Apollo is being transferred by Korman to the Newman-Cohen Theatre Co.

'Panic' Gets 25-Page Break in 'Argosy'

A serialization of 20th Century-Fox's "Panic in the Streets" illustrated with actual candid camera scenes from the picture, is released today in the July issue of *Argosy Magazine*.

Editorial director Jerry Mason devotes 25 pages of pictures and text to the story, specially written by novelist Merle Miller, with photos by Argosy's photographer Sam Shaw. Mason says the special creates a new story-telling technique which combines the motion picture and the printed word.

Claim Record for 'Caged'

BOSTON, June 20.—Gross of $13,000 for the first five days of Warner's "Caged" at the Paramount Theatre is claimed to be a record there for any Warner picture, likewise the simultaneous run at the Fenway, on a $4,700. Estimated week's gross for both runs is $25,000, a Warner high, it is understood. Both runs will hold over.

Newsreel Parade

*INDO-CHINA battling, Fra
Erickson pleading guilty to ga
bling charges, President Truman sig
ing the displaced persons bill, H
Year developments and aviation pro
ress are spotlighted in current ne
reels. Sport items include golf, a
gatta and horseracing. Complete sy
opses follow:*

MOVIETONE NEWS, No. 50[illegible]eside
Truman aids bond drive. Pres[illegible] sig
displaced persons bill. Jet plane. [illegible] y Y
gift to Pope. Protest excise tax. Washingt
wins college regatta. Mangrum wins
golf. Grandma swims Hudson. Murder-cy
thriller.

NEWS OF THE DAY, No. 284—Sha
Dam dedicated. Puppet, new film st
Frank Erickson pleads guilty. Tax prote
Regatta. Grandma swims Hudson. "P
golf classic. Sport thrills for Canada. Brit
turf classic.

PARAMOUNT NEWS, No. 87—Texas
well blaze. Dewey announces he does
choose to run. President Truman si
"DP" bill; gets savings bond award. N
seaplane sets record with 144 passenge
Sports: U.S. and abroad.

TELENEWS DIGEST, No. 25-A—Fi
on Asia's borders. Indo-China battle. L
don hails largest land airplane. Attor
blasts Senator McCarthy. Frank Erick
pleads guilty. Spy arrest. Novel Fre
tractor. Inter-collegiate rowing regatta.

UNIVERSAL NEWS, No. 362—Inter-c
legiate rowing regatta. Korean troops fi
Reds. Jet interceptor revealed. Underwa
tax strike. Hell drivers show speed. Gra
ma is a swimmer. Races at Ascot.

WARNER PATHE NEWS, No. 89—I
placed Persons Bill. U. S. bond drive p
gresses. King of Siam. Erickson ple
guilty. Talking doll. Golf highligbts. Gra
ma shows swimming prowess. Inter-colle
ate rowing regatta. History spotlight:
pomattox Court House.

Showmanship View Aired at Luncheon

Leonard H. Goldenson yester
entertained the trade press at the fi
of a series of informal luncheons
exchange views on various proble
of showmanship. The United Pa
mount Theatres' president stressed
importance at this time of the n
for the development of fresh tal
and new screen personalities, and
role the trade press can play in
industrywide drive for new faces.

Present from United Paramo
Theatres were Robert M. Weitm
Robert H. O'Brien, Edward L. I
man and Jack McInerney.

Congressmen to See '7

A special screening of Columb
"711 Ocean Drive" will be held
morrow evening at the Departmen
the Interior, Washington, for meml
of Congress and executives of the
rious U. S. agencies charged with
suppression of crime. The screenin
being held in conjunction with
current investigation by the Kefau
Senatorial Committee investigating
terstate gambling and racketeerin

Sponsor 'Arrow' Showi

The American Association on
dian Affairs will sponsor a spe
screening of 20th Century-F
"Broken Arrow" at the Museum
Modern Art here on July 13. Writ
anthropologists and government
cials will attend the showing, w
will be preceded by an address
Prof. Eduard C. Lindeman, autho
on Indian affairs.

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foreign; single copies, 10c.

Mich. Theatres in Clearance Dispute

Detroit, June 20. — Two Ferndale, Mich., houses have aken their booking problems o Federal Court here for solution, with the Radio City Theatre asking an injunction o prevent Tom Ealand, owner of the Ferndale, from allegedly securing films at a ower price than the plaintif[illegible] willing to pay.

[illegible] Sloan, owner of the Radio City, claims that hough his theatre has a larger capacity than the Ferndale, an alleged arrangement between the latter and major distributors prevents him from buying first-run films.

Y Grosses

(*Continued from page* 1)

sic Hall, which is inevitably given eavy play by tourists.

oing superb business at the Hall "Father of the Bride" with the ge presentation which promises ut $140,000 in its fifth week. This ld be strong revenue even for an al week and would indicate subtially more playing time. However, n arrangement with M-G-M, the se will limit "Father" to six weeks "Next Voice You Hear . . ." in on June 29 as the July Fourth sentation.

'Bright Leaf' Bright

est of the newcomers is "Bright f" with Tommy Dorsey's orches- at the Strand where a good first k's gross of about $42,000 is apent. "Wagonmaster" is fair in its ial week at the Globe with $12,- indicated. "Woman on Pier 13" res to reach $9,000 in eight days he Criterion, which is sluggish. Asphalt Jungle" with Charley Spi- 's orchestra on stage is likely to about $40,000 in a good second k at the Capitol; it will hold for hird. "Winchester '73" with John ne, Jan Murray and Al Donahue's hestra on stage drew a fair second final week's take of $72,000 at Paramount and it will be replaced ay with "Secret Fury."

'Gunfighter' to Roxy

Night and the City" with Desi naz and Lucille Ball on stage at Roxy has about $60,000 in view a mild second and final week; it l be followed on Friday by "The nfighter." "Annie Get Your Gun" e the State about $16,000 in a derate fifth week. "Jackie Robin- Story" concluded its fifth week the Astor with about $7,000 on the ks, representing slow business; it l be succeeded by "The Lawless" Thursday.

The Fortunes of Captain Blood" uld gross about $10,000 in a mild ond week at the Rivoli. "Rock and Trail" should do an estimated 000 in its third week at the May- ; it will stay until June 27 when estination Moon" bows in. Still ding up well is "Third Man" at Victoria which looks for about 300 in a nice 20th week. "Rocking- se Winner" at the Park Avenue uld gross $8,000 in a good second ek.

Review

"Treasure Island"

(*RKO Radio—Walt Disney*)

THE Robert Louis Stevenson story of a hunt for pirate treasure and the prominent part played therein by the small boy, Jim Hawkins, makes a very good adventure film as produced by Perce Pearce for Walt Disney.

Photographed in Technicolor, it is the first feature-length production bearing the Disney name to be made in the standard mold, that is, entirely with living actors and without the introduction of any Disney animation whatever. In this respect, it lacks the fantasy of the expected Disney touch. Yet, despite that, it rates high as an adventure story in its own right. Incidentally, Disney takes no production credit, his name appearing only as the principal for whom Pearce produced the picture.

Made principally in England, the cast, headed by Bobby Driscoll, is almost entirely British. The principal roles are effectively handled by such experienced actors as Robert Newton as Long John Silver, Basil Sydney as Captain Smollett, Denis O'Dea as Dr. Livesey, Walter Fitzgerald as Squire Trelawney, Ralph Truman as George Merry, the pirate, and Finlay Currie as Captain Bones.

Directed by Byron Haskin, from a screenplay by Lawrence E. Watkin, the picture opens at a rather leisurely tempo, weighted by dialogue. However, once the *Hispaniola* puts to sea on its treasure-hunting expedition, action replaces words and excitement mounts. The mutiny of pirate members of the crew when Treasure Island is sighted, the ensuing battles on land and little Jim Hawkins' adventures, culminating with the escape of Long John with the treasure, provide a gripping story for the camera to unfold.

Any boy or adult who read and loved the Stevenson classic will not be disappointed in this screen version. It is faithful in all respects to the original but some sequences may prove a bit gory for the very young.

Pearce's production has the marks of quality in all departments. Direction and acting are excellent.

Running time, 96 minutes. General audience classification. July release.

Sherwin Kane

Ask U.K. Subsidy for Children's Films

London, June 20.—Religious, educational and civic organizations, concerned over the closing down of J. Arthur Rank's Children's Films department, have circularized key government department heads urging a subsidy to continue production of such films.

Championed by the Association of Specialized Film Producers, the memorandum prepared by the organizations urges that a sum of approximately £150,000 be provided for children's film production by a rebate of three farthings per seat from entertainment taxes paid at children's matinees.

Premiere of 'Robber' Set for New Rochelle

New Rochelle's first premiere, of "The Great Jewel Robber," for the benefit of the New Rochelle Hospital, will take place June 27 at the RKO Proctor's Theatre, with Mayor Stanley Church playing host to a delegation of Hollywood notables.

The picture was produced for Warner by a former New Rochellean, Bryan Foy.

Tannenbaum Heads Wald-Krasna Prod.

Sacramento, June 20.—Incorporation papers were filed here today for Wald-Krasna Productions, Inc., with authorized capitalization of $1,000,000. David Tannenbaum, Wald-Krasna attorney, is listed as president, with Jerry Wald and Norman Krasna as vice-presidents.

Screen 'Destination Moon'

Scientists joined with naval officers, industrial leaders and members of the Atomic Energy Commission in attending the invitational showing of Eagle Lion Classics' "Destination Moon," held here yesterday at the Hayden Planetarium.

Abrams, Levy Named to Realart Sales Posts

Sam Abrams has been named sales manager in Realart's Indianapolis office, and Arthur Levy has been named to a similar post in Cincinnati, by Lee Goldberg, franchise holder in both territories.

Until recently Abrams was branch manager of the Film Classics office in Indianapolis. At one time he was associated with Goldberg as branch manager in Indianapolis for PRC.

Levy is giving up the management branch of Cooperative Theatre Service in which he was part owner with Burt Stearn. For many years he was branch manager of the Columbia exchange in Pittsburgh.

Jay Goldberg will continue as branch manager of the Cincinnati office, and Joe Bohn continues as Indianapolis branch manager.

Levy replaces Don Duff while Abrams' post is a new one.

J. P. McLoughlin Services

A Requiem Mass will be celebrated this morning at the Church of St. Robert Bellarmine at Bayside, L. I., for Joseph P. McLoughlin, 69, retired personnel and office manager for Paramount Pictures here who died on Monday. The funeral will be held from the Thomas M. Quinn Funeral home in Flushing.

Ask Family Films

(*Continued from page* 1)

earlier by the board of directors at a morning session objecting to the production and release of the large number of Western, gangster and murder pictures and urging producers to make "good family entertainment to bring patrons back into theatres."

The meeting also discussed the current campaign to repeal the Federal admission tax, film rentals, and reviewed each company's product picture-by-picture. Ben Nertel was chairman of the afternoon meeting. General manager Sidney Samuelson presided at the board session.

Para.'s '50 Drive Is 'Golden Harvest'

Hollywood, June 20.—Paramount's annual sales drive, entitled "Golden Harvest of 1950" and with the slogan "Progress through Teamwork," will open on Labor Day and continue through Dec. 4, 1951. Bob Hope's 'Fancy Pants" will be the opening feature, with four Technicolor films to be released during the drive.

McCraw Points Up Films' Public Service

Salt Lake City, June 20.—In a call for better public understanding of the motion picture industry, William McCraw, Variety Clubs International executive director, addressed Rotary here today to open the three-day exhibitors-distributors "Round-Up" and Variety Club charter presentation.

McCraw said more people should realize that the industry means a great deal to the economy of each community in which there is a theatre, drive-in or exchange. The industry has "weak brothers and sisters," he said, who unfortunately direct the spotlight of scandal to Hollywood but that the public should also be conscious of the public service performed by stars and others in the industry.

R. J. O'Donnell, international ring master, and Marc J. Wolf, international chief barker, are due here tomorrow as activities continue in the Round-Up which has attracted more than 150 exhibitors, distributors and other film workers from the West.

Va. MPTA Appoints

(*Continued from page* 1)

tion Picture Theatre Association closed.

A highlight of the annual summer affair, attended by 200 exhibitors and guests, was a discussion of the aims of the Council of Motion Picture Organizations, led by Crockett and Leon J. Bamberger, RKO Radio sales promotion manager.

Other speakers were state senator Benjamin Pitts, Fredericksburg exhibitor; Gael Sullivan, Theatre Owners of America executive director; Morton Thalhimer, president of Neighborhood Theatres, Richmond, and Henderson M. Richey, M-G-M exhibitor relations head. Robert Barton, association counsel, made a report for the past year.

Officers elected for the coming year are: Crockett, president; Pitts, vice-president; Harold Wood, secretary, and Sam Bendheim, Jr., treasurer.

Shain Favors Conciliation

Old Point Comfort, Va., June 20.—The need for increased conciliation and arbitration methods in the industry to effect harmonious relations and do away with the kind of publicity which hurts both the exhibitor and the distributor, was emphasized by Sam Shain, 20th-Fox director of exhibitor and public relations, at today's meeting of the Virginia Motion Picture Theatre Owners convention.

He urged adoption of a plan similar to the one being tested by the Pacific Coast Conference ITO.

"Which Company's product has proved most profitable to you?"

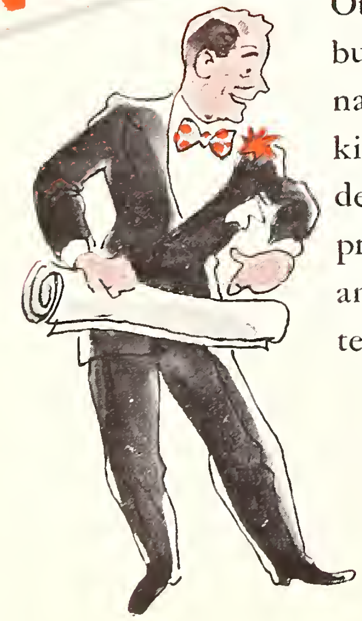
"Which Company's terms do you believe are the fairest?"

EXHIBITOR
LAUREL AWARDS

The most revealing nationwide survey ever published. June 14th issue

FOR THE SECOND CONSECUTIVE YEAR SHOWMEN VOTED IN "EXHIBITOR MAGAZINE" POLL AND AGAIN—

M·G·M IS THE ANSWER



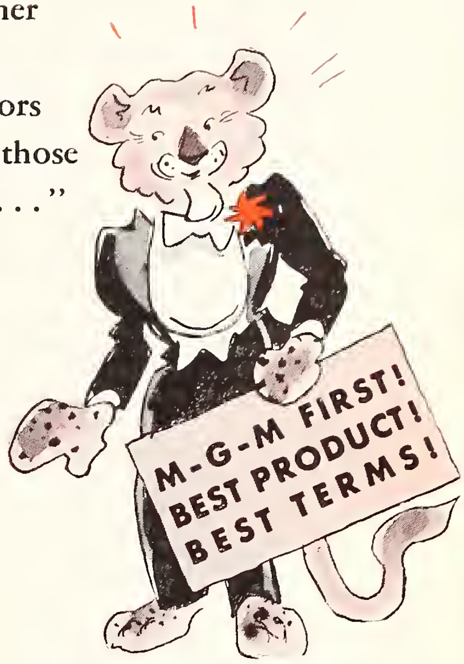
"Others may make claims but this is the *only* nationwide poll of its kind that definitely determines the most profitable product and the fairest terms."

"Gosh!"

M-G-M FIRS
BEST PRODU
BEST TERM

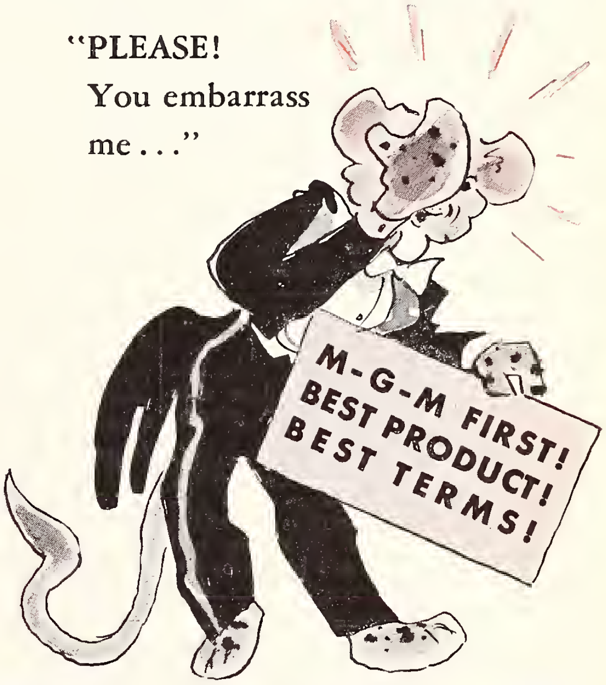
"The poll was a landslide for M-G-M. Tops in pictures. Tops in Stars. Tops in Short Subjects. What are your chances for 1950, Leo?"

"I'd rather let the exhibitors decide those things . . ."


M-G-M FIRST!
BEST PRODUCT!
BEST TERMS!

"Well, exhibitors say that M-G-M has the pictures, for instance: 'ANNIE GET YOUR GUN', 'FATHER OF THE BRIDE', 'ASPHALT JUNGLE', 'DUCHESS OF IDAHO', 'STARS IN MY CROWN', 'KING SOLOMON'S MINES', 'KIM', 'THE MINIVER STORY', 'CRISIS', 'SUMMER STOCK', 'THREE LITTLE WORDS' to name just a few."

"PLEASE! You embarrass me . . ."


M-G-M FIRST!
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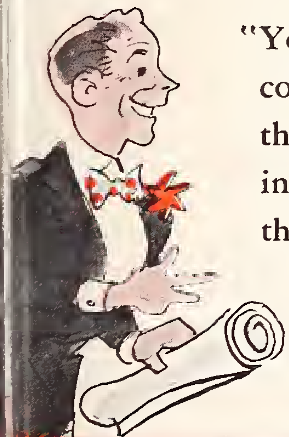
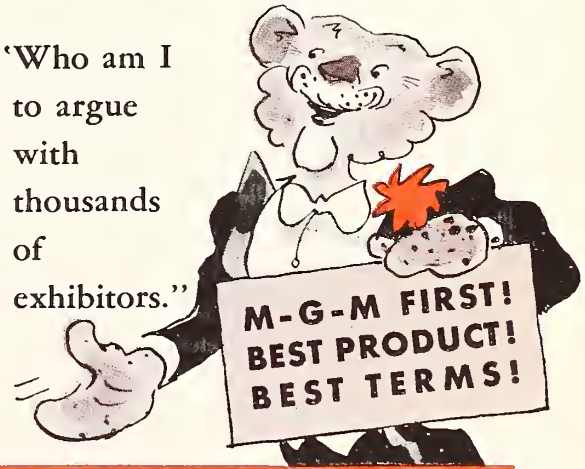
BEST TERMS!



"Your vote was conclusively ahead of the runner-up (guess who?) in a poll that represents thousands of theatres."

"Who am I to argue with thousands of exhibitors."


M-G-M FIRST!
BEST PRODUCT!
BEST TERMS!

-M LANDSLIDE IN EXHIBITOR VOTE: TOP FEATURES (M-G-M's *"Stratton Story," "Battleground," "Little*
nen," "Take Me Out To The Ball Game," "Adam's Rib"). M-G-M has 5 out of 12, nearest competitor 3. M-G-M IS
T: TOP FEMALE STAR: *June Allyson.* TOP PICTURE OF THE YEAR: *"The Stratton Story."* TOP CHARACTER ACTOR:
l Barrymore. TOP CHARACTER ACTRESS: *Ethel Barrymore.* BEST IN NEW MALE PERSONALITIES: *Ricardo*
'alban, James Whitmore. FIRST IN YEAR'S BEST PERFORMANCES MALE AND FEMALE: *James Stewart, June Allyson.*
MUSICAL COMPOSER: *Adolph Deutsch.* M-G-M SHORTS TOPS: IN ONE-REEL CARTOONS (*Tom and Jerry and*
's, Technicolor); IN NOVELTIES (*Pete Smith Specialties*); IN TRAVEL: (*Fitzpatrick Traveltalks, Technicolor*).

10% Tax Cut

(*Continued from page* 1)

final passage of the bill by next Wednesday night.

Senate leaders indicate they are prepared to rush the bill through the Upper House by late July.

As the measure now stands, it has these major items of interest to the industry:

A reduction in the admission tax from one cent on each five cents or major fraction to one cent on each 10 cents or major fraction;

Permission for theatre owners to charge the tax on the rate actually paid on reduced price tickets rather than on the full established price;

An effective date of the first day of the first month beginning more than 10 days after the bill's enactment—probably Sept. 1, from present indications;

Removal of the 25 per cent photographic apparatus tax and the 15 per cent film tax on cameras, rawstock or other photographic equipment used as part of film production or any other film business;

A prohibition on lower capital gains tax treatment for 30-called "one-shot" or collapsible corporations;

Higher taxes for firms making over $166,667, but a tax cut for corporations making between $5,000 and $166,667.

ECA Approves

(*Continued from page* 1)

major companies will distribute close to 15 films each under ECA guaranties.

ECA will make available roughly about $3,250,000 to cover convertibility of costs and earnings on these pictures. The first contracts are slated to go in the mail tomorrow, and about 10 contracts will be out by the end of the week.

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Four Win Franc Dispute

(*Continued from page* 1)

ciation of America president Eric A. Johnston put in Hays' hands when the presidents of the companies involved accepted responsibility for resolving the dispute amicably, will be deducted from the surplus.

Twentieth Century-Fox, an "overage" company, maintained from the outset of the proceedings that the position taken by the "underage" companies was correct. Other "overage" companies are Paramount, United Artists and Warner.

Hays summarized the decision yesterday as follows:

"The basic and underlying conclusion of the Arbitrator is that on June 17, 1947, an agreement was reached between the eight companies for the apportionment of such funds in accordance with what is referred to as the 'gross billings formula' and that this agreement was not superseded or modified by any other. A clear distinction was made between 'apportionment' or 'division' of the dollar total received from France and the mechanics of the 'remission' of such funds.

"The most salient factor regarding the French negotiation is the extent to which it has been conducted as an industry matter. The interest of the individual company was de-emphasized continually for the interest of the industry.

"The Arbitrator finds, subject to stated qualifications, that the contentions of the 'underage' companies are sustained by the evidence and the applicable law. It is directed that the amounts of the surplus dollars received or to be received shall be reapportioned to the 'underage' companies to the end that each 'underage' company shall receive as nearly as possible its share of the total amount remitted from France by the industry, as determined on the gross billings formula.

"In return for the dollars so received from the 'overage' companies, the 'underage' companies shall make payments to the respective 'overage' companies of francs in France at the rate of 119.3 francs per dollar received in New York.

"The Arbitrator recognizes that the 'overage' companies have performed and are performing a substantial service for the industry and for the 'underage' companies in bringing over the surplus dollars, and has concluded that as realistic compensation for this service, the 'overage' companies shall receive interest on the amount of surplus remitted by each 'overage' company computed in dollars for the period from the date the purchase of dollars is effected to and including the date on which each company receives francs in France in return.

"The Arbitrator notes that the entire amount of French funds allocated to the so-called independent companies was deducted from the surplus rather than from the amount authorized for remission by the entire industry, prior to the application of the gross billings percentages to the eight companies here involved. Also the entire cost of this arbitration by agreement is being deducted from the surplus.

"The Arbitrator finds that it is fair that these items be borne by the 'underage' companies, thus effecting additional compensation by such companies for the service the 'overage' companies have rendered to them by a remission of the disputed sum."

New Film Companies

(*Continued from page* 1)

end of the war when there was no increase. The figures include all branches of the industry. An exhibition company is counted once whether it owns one theatre or 100.

Before the war, in Sept., 1941, there were 12,300 firms in the industry. The recent low was hit at the end of 1943, with 11,500 firms, and then the figure rose steadily. Revised figures issued today showed 13,900 in March, 1949, 14,200 in June, 1949, and then 14,300 in September and December. Early 1950 figures will not be ready until late fall, and it will not be until then that it will be known whether the levelling-off trend continues.

Circuits, '306'

(*Continued from page* 1)

fident that an agreement will be reached shortly on a plan.

The circuits which have been participating in negotiations include Loew's, RKO, Warner, Paramount, Fabian and a number of others. Talks have halted temporarily pending the settlement of the issue regarding pension plan duplication in the case of Loew's and RKO. Those two companies have their own retirement programs in force and have said they will not continue projectionists under their plans if a union-management sponsored set-up is adopted.

Herman Gelber, president of Local No. 306, said yesterday that his union adopted its own pension program in 1943 when he took office. He added that at present the local is paying $21 per week to 50 retired members, and is seeking to increase the weekly payments substantially. The solution is seen to be a union-management program, since the local by itself could not sustain the financial burden of higher payments.

Clears Crescent

(*Continued from page* 1)

tanooga, sitting for Federal Judge Elmer Davies.

The order had been obtained by U. S. Attorney Ward Hudgins who charged that Crescent, which had an anti-trust action taken against it in 1945, was in contempt by building and operating the drive-in. Previously, Judge Darr had ruled in favor of Crescent by denying government motions to prevent the opening of the drive-in.

In dissolving the restraining order, which was granted by Judge Davies, Judge Darr held that since Crescent owned stock in Lewisburg Theatres since 1938 and its officers were officers of that company and "no exception was taken in the 1945 anti-trust action, the Supreme Court has by its decision approved this situation."

Crescent is not enlarging its interest in Lewisburg in violation of the court order, Darr ruled.

The general citation of contempt filed by the government against Crescent in May is in the hands of Judge Davies, who has announced plans to resume his bench in September.

Ask New Stay

(*Continued from page* 1)

the rehearing petitions are ruled and court officials said they und stood Warner would file a similar quest tomorrow.

Justice Douglas had stayed the vorcement and divestiture provisic until the high court acted on the or inal appeals of the three film com nies and the cross-appeal of government. This stay wou[illegible]run when the high court's ma[illegible]e g to the District Court, notifying t court that the Supreme Court had firmed its order. This mandate wo go out under normal circumstan early next month, regardless of rehearing petitions.

This would mean that even thou the rehearing petitions would not acted on until the court reconvenes October, the divorcement and dive ture deadlines in the New York co decree would start running from wh ever day in mid-July the high co mandate is filed in New York. forestall this, the film companies h asked the high court to extend stay until the rehearing petitions disposed of.

The government is expecte to oppose this request for further stay, and will file something later this week. Then th stay petitions will be given t whatever Justice happens to b in town for a ruling sometim next week.

The court today granted the g ernment's request to extend the t within which it can file its rehear petition until 14 days after the cc acts on the companies' petitions.

Ask UK Pact Delay

(*Continued from page* 1)

the question on the next move is to Arnall who is known to be pecially concerned with labor's vi The Society last week authorized to take whatever action he saw James Mulvey, who had joined in the London negotiations, and G ther Lessing, chairman of the Soci executive committee, were to ad Arnall on the matter and indicat yesterday were that Arnall will await Walsh's opinions before dr ing any conclusions.

Arnall has three reservations garding the British plan. He f the production-incentive idea m serve as a precedent with other c tries; feels that the British econ has improved and a better deal c be offered, and, finally, wonders a the workability of any formula for tributing remittances to the U countries.

BOOK "THE CAMPUS" in the week of the Fourth of Jul

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Admission Prices: $9.00 per day or $5 per week, including meals. Special discount to Film Industry members send in or present this ad.
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THE CAMPUS, Bushkill,
Phone Bushkill 51

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-IN	WARNERS
May 14	(May Releases) NO SAD SONGS FOR ME Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50)	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D—76 min. (Rev. 5/15/50)	SHADOW ON THE WALL Ann Sothern Zachary Scott D-84 min. (Rev. 3/10/50)	LUCKY LOSERS Leo Gorcey C		ROCK ISLAND TRAIL (Color) Forest Tucker O—90 min. (Rev. 5/4/50)	THE CAPTURE Teresa Wright Lew Ayres D—81 min. (Rev. 3/30/50)		SO YOUNG SO BAD Paul Henreid Catherine McLeod D—88 min. (Rev. 5/29/50)	(May Releases)	
May 21	KILL THE UMPIRE William Bendix Una Merkel C—78 min. (Rev. 5/2/50) COWTOWN Gene Autry O—70 min. (Rev. 5/16/50)	WINSLOW BOY Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	THE BIG HANGOVER Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)		(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	SAVAGE HORDE William Elliott O—90 min.		(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)		COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	COLT .45 (Color) Randolph Scott Ruth Roman D—74 min. (922) (Rev. 5/3/50)
May 28	BEAUTY ON PARADE Robert Hutton D—66 min. (Rev. 3/23/50) CUSTOMS AGENT William Eythe D—72 min. (Rev. 4/13/50)	THE GOLDEN GLOVES STORY James Dunn Kay Westfall D—76 min. (Rev. 4/24/50)	ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)	(Re-release) SILK STOCKING MURDER Carole Landis D		DESTINATION BIG HOUSE Dorothy Patrick Robt. Rockewell D—60 min. (Rev. 6/13/50)	THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)	THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)	THE WHIPPED Dan Duryea Gale Storm D—89 min. (Rev. 3/28/50)	I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	
June 4	(June Release) GOOD HUMOR MAN Jack Carson C—82 min. (Rev. 5/29/50)	GLASS MOUNTAIN Valentina Cortesa M-D-90 min (Rev. 1/13/50)		HUMPHREY TAKES A CHANCE Joe Kirkwood Leon Errol C-D	(June Release)					(June Releases)	CAGED Eleanor Parker D—96 min. (Rev. 5/2/50)
June 11	FORTUNES OF CAPTAIN BLOOD Louis Hayward D—91 min. (Rev. 5/17/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50) EYE WITNESS Robt. Montgomery Leslie Banks D	FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50)		EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)		WOMAN ON PIER 13 Laraine Day Robert Ryan D—73 min. (Rev. 9/21/49)		IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min. (Rev. 6/8/50)	CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm C—86 min. (Rev. 5/24/50)	THIS SIDE OF THE LAW Kent Smith Viveca Lindfors D—74 min. (Rev. 5/31/50)
June 18	STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50) HOEDOWN Eddy Arnold O—64 min.	HIGH LONESOME (Color) John Barrymore, Jr. Chill Wills D TIMBER FURY David Bruce D—63 min.		SIDE SHOW Oon McGuire Tracey Roberts D—67 min. (Rev. 6/13/50)	(Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)	THE AVENGERS John Carroll Adele Mara D—90 min. (Rev. 6/13/50)	THE WHITE TOWER Glenn Ford Valli D—98 min. (Rev. 6/14/50)	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50)		SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50)	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50)
June 25	TEXAS DYNAMO Charles Starrett O—54 min. (Rev. 6/8/50)	IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min. (Rev. 6/5/50) THE BLUE LAMP Oirk Bograde D—84 min. (Rev. 6/1/50)	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	LOST VOLCANO Johnny Sheffield Donald Woods D	(Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	TRIGGER, JR. (Color) Roy Rogers Dale Evans O COVERED WAGON ROAD Alan Rocky Lane O		LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)		SPY HUNT Marta Toren Howard Ouff (Rev. 6/8/50)	
July 2	(July Releases) ROGUES OF SHERWOOD FOREST (Color) John Oerek Oiana Lynn D—80 min. (Rev. 6/16/50)		CRISIS Cary Grant Jose Ferrer D—96 min. (Rev. 6/16/50)	(Stratford) FOR THEM THAT TRESPASS Richard Todd D—95 min.		TRIAL WITHOUT JURY Robt. Rockwell D	WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50)		ONCE A THIEF Marie MacDonald Caesar Romero D		BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)
July 9	711 OCEAN DRIVE Edmond O'Brien Joanne Oru D—102 min.	(July Release) THE SUN SETS AT DAWN Walter Reed D	DUCHESS OF IDAHO Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50)	SNOW DOG Kirby Grant Elena Verdugo D	(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)	THE OLD FRONTIER Monte Hale O	BORN TO BE BAD Joan Fontaine Robert Ryan D	(July Releases)		(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50)	GREAT JEWEL ROBBER Oavid Brian D—91 min. (Rev. 6/13/50)
July 16	BEYOND THE PURPLE HILLS Gene Autry O—70 min. CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50)	GOLDEN SALAMANDER Anouk D—96 min. NAUGHTY ARLETTE Mai Zetterling D—86 min.	HAPPY YEARS Oean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)	COUNTY FAIR Rory Calhoun D—76 min.	MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)		OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50) WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D	THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)	PEGGY (Color) Oiana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50)	FLAME AND THE ARROW (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50)
July 23	OAVID HAROING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)		MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)			JUNGLE STAMPEDE George Breakston (travelogue)	TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)				

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: May)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: May)

FILM CLASSICS

THE WIND IS MY LOVER
Viveca Lindfors
D
(Release: May)

RAPTURE
Elsy Albiin
D—79 min.
(Rev. 3/29/50)
(Release: May)

CONGOLAISE
(Documentary)
(Release 4/17/50
(Rev. 5/18/50)

GOOD TIME GIRL
Jean Kent
D—81 min.
(Rev. 5/25/50)
(Release 5/11/50)

LIPPERT

CROOKED RIVER
Jim Ellison
D
(Release: 5/5)

HIGHWAY PATROL
Don Castle
D
(Release: 5/12)

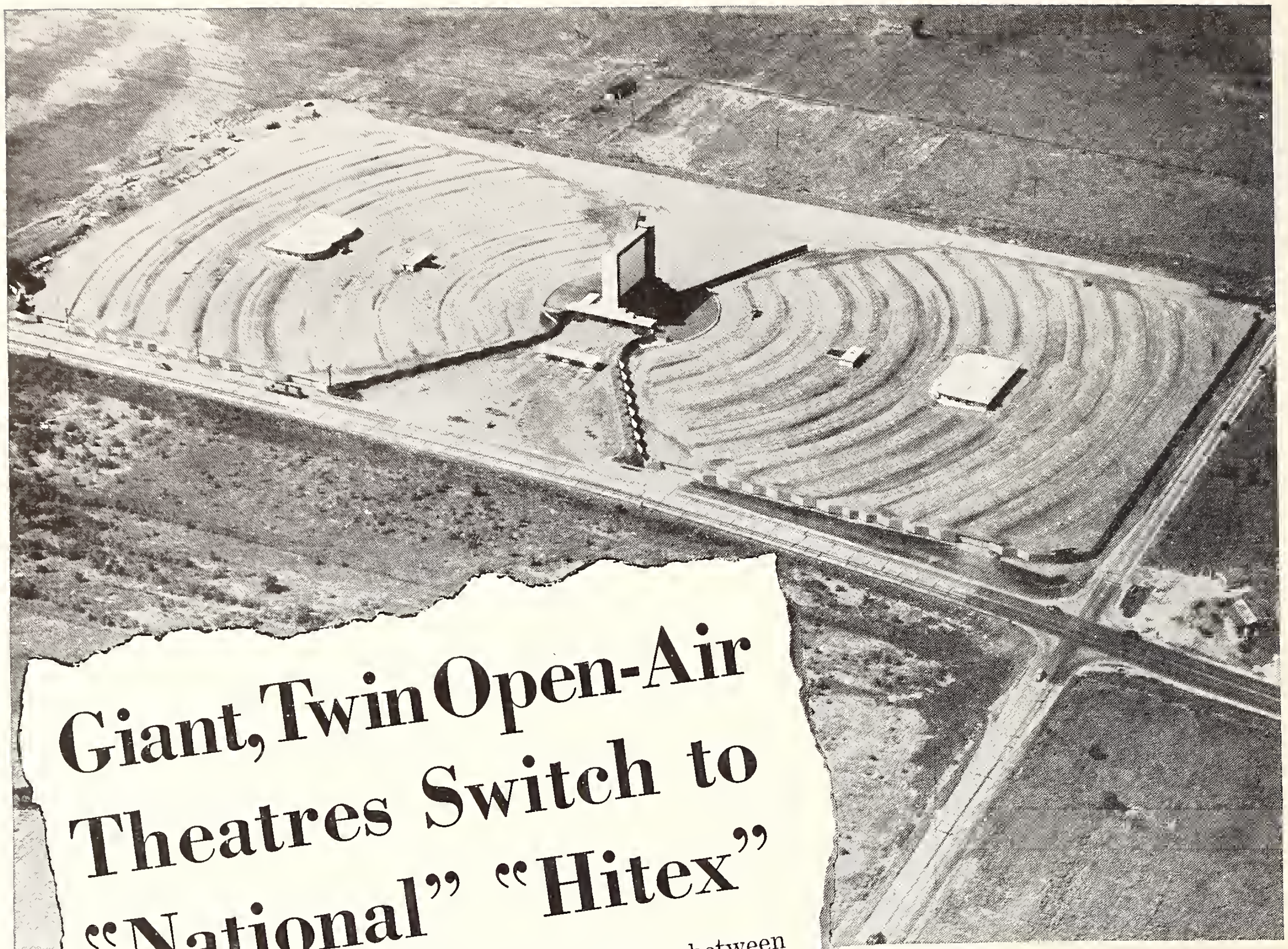
FAST ON THE DRAW
Jim Ellison
D—55 min.
(Release: 5/19/50)

ROCKETSHIP XM
Lloyd Bridges
D—77 min.
(Release: 5/2)
(Rev. 5/3/50)

MOTOR PATROL
Oon Castle
D—67 min.
Release: 6/6
(Rev. 5/10/50)

HI-JACKED
Jim Davis
Marsha Jones
D

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]



Giant, Twin Open-Air Theatres Switch to "National" "Hitex" Carbons!

The Twin Open-Air Theatres in Oak Lawn, Illinois, wishing to give their patrons the finest, brightest projection available, are now using "National" "Hitex" Super High Intensity projector carbons.

These two 63-foot screens, back to back, serve approximately 1000 cars each. The working distance between aperture plate and screen is 265 feet.

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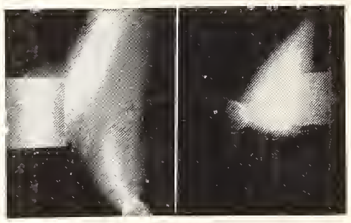

For complete information, write to National Carbon Division, Dept. MP.

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eport State ep't Protests .K. Tax Plan

Subsidy Phase May ringe Geneva Pact

By PETER BURNUP

ONDON, June 22.—It was au- tatively reported here today the U. S. State Department instructed Ambassador Doug- to make the strongest possible sentations to the British Foreign e concerning the entertainment rebate-film subsidy proposal ad- ed this week by Chancellor of the hequer Sir Stafford Cripps.

There is a general feeling re that the Treasury's plan at least inferentially an in- ngement of the Geneva Trade reement.

e Kinematograph Renters Soci-

(Continued on page 4)

½-Million 'Quiz' r Public Offered Gross Stimulant

ILADELPHIA, June 22.—Added to many proposed, pending and work- promotions to aid drooping box- s is a nationwide "movie quiz," e sponsored by the entire indus- offering prizes totaling $2,500,000. uggested by Maurice H. Verbin, ral manager of Stiefel and Blum- Theatres, Philadelphia circuit.

inting to the pressing need of ng the public more movie-minded, in offered his idea for the giant

(Continued on page 2)

llivan Optimistic er Tax Cut Outlook

ASHINGTON, June 22.—After con- ng with key Senators and Repre- tives, Theatre Owners of Amer- executive director Gael Sullivan said he is very optimistic over utlook for an admission tax cut year.

llivan's statement came as the

(Continued on page 4)

Senator Hails 'Awakening' Shown by Ad Code Change

WASHINGTON, June 22.—Senator Ed Johnson today hailed yesterday's Motion Picture Association of America board action against capitalizing on the misconduct of screen stars.

The Colorado Democrat, who had threatened to have his Senate Interstate Commerce Committee hold hearings on alleged film company exploitation of such misconduct, got a report on the action from MPAA president Eric Johnston, who called at the Senator's Capitol offices.

"I believe most sincerely the motion picture industry is striving earnestly to curb the exploitation of the misconduct of Hollywood performers," Johnson declared. "Their resolve to maintain acceptable conduct standards and the amendment to their Advertising

(Continued on page 4)

Warner May Buy Up Own Stock Shares

The board of Warner Brothers has authorized the purchase by the company of shares of its common stock from time to time, on the New York Stock Exchange.

No determination has been made as to the number of shares, if any, which the company will acquire under this policy.

The company has no present intention of disposing of such shares of common stock if acquired, but intends to hold them in the treasury for general corporate purposes, it was explained.

POPKIN EAST, JUSTMAN WEST, IF UA OWNERS OKAY DEAL—BUT IF

Harry Popkin would head United Artists management in the East with studio owner Joseph Justman heading operations on the Coast if their deal for control of the corporation goes through, it is apparent here. Informal meetings with UA principals are continuing with a formal vote by the board now likely for next week.

Meanwhile, industry executives familiar with the history of UA take the position that there can be nothing positive about consummation of the deal for the reason that final power of approval or rejection rests with Mary Pickford and Charles Chaplin, who own the only outstanding stock at present. While UA board members look with favor upon the Popkin pro-

(Continued on page 4)

Finance Report Asked of Goldwyn, Selznick, Others

Samuel Goldwyn, David O. Selznick, Sol Lesser, Harry Sherman, Walt Disney, Sam Bischoff, Edward Small and Stanley Kramer comprise an initial group of independent producers called upon to open their books on past production ventures in connection with the plan for establishing a financing fund of $10,000,000 through a public stock issue.

Former United Artists vice-president George Bagnall and George Yousling of Security First National Bank are conducting the research with the idea of either going ahead with the

(Continued on page 4)

FCC Again Objects To Zenith Actions

WASHINGTON, June 22.—The Federal Communications Commission today handed Zenith Radio Corp. still another stinging rebuke on the way it is promoting Phonevision. The Commission flatly said that after examining Zenith's defense, it still believed that Zenith's actions "have not been consistent" with the conditions the

(Continued on page 4)

U-I Bidding In Chicago to Start on July 7

Plan Is Expected to Be Similar to Other Firms'

By JIMMY ASCHER

CHICAGO, June 22. — The new bidding-zoning plan for Universal-International for the Chicago territory, announced here recently, goes into effect with "Comanche Territory" which is being made available for bids to outlying theatres beginning July 7. Bidding, is to be initiated, however, only for neighborhood theatres beginning with "Comanche," currently playing downtown. U-I has not yet completed plans for bidding in the Loop, and will continue to sell downtown under negotiation for the present.

It is expected that downtown

(Continued on page 4)

Nat'l Theatre TV Unit Designed for Analytic Activity

WASHINGTON, June 22.—A projected organization of U. S. exhibitors on theatre television will deal mainly in research, engineering and program analysis and will definitely not attempt to sign up for theatres exclusive telecast rights to any particular events, according to Theatre Owners of America executive director Gael Sullivan.

Sullivan, who said the TOA has been taking the lead in the

(Continued on page 4)

Take Strike Step In Wage Dispute

Membership of the IATSE Motion Picture Home Office Employes Local No. H-63 has voted unanimously to have its leadership seek permission of "IA" international president Richard F. Walsh to take a strike vote among 550 "white collar" home office workers at Universal, Republic, Pathe

(Continued on page 4)

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

Paramount's SUNSET BOULEVARD A Hollywood Story IS "A BULL'S-EYE AT THE BOXOFFICE!" —Showmen's Trade Review

IN TOWN!

JNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

FAITH DOMERGUE, Howard Hughes discovery, was honor guest at a Stork Club reception here prior to her departure yesterday for the Coast. Miss Domergue, star of RKO Radio's "Where Danger Lives," was in New York for two weeks.

•

Hollywood, June 22. — Director Norman Foster and actor Robert Keith have announced the formation of an independent production company. The partnership follows their work in Fidelity Pictures' "Woman on the Run."

•

SAN FRANCISCO, June 22.—Plaster falling in the Fox West Coast Sequoia Theatre, Redwood City, last night injured 40 of the 100 patrons seated in the balcony. The only serious injury resulted when a woman, becoming hysterical, jumped from the balcony to the main floor below.

•

Washington, June 22.—S. K. Patil, mayor of Bombay and chairman of the Indian government's Film Inquiry Commission, met briefly with MPAA president Eric Johnston today and also was shown several shorts at the Academia Theatre.

•

WHITE SULPHUR SPRINGS, W. Va., June 22.—Two Paramount films, "The Lawless" and "Sunset Boulevard" were shown to delegates at the 42nd Annual Governors Conference here.

Scores at Services For Gordon Greene

MINNEAPOLIS, June 22.—Funeral services were held here yesterday for Gordon Greene, 46, who died Sunday at Glen Lake Sanitorium following a lung operation.

A young veteran of the film industry, Greene had been active in both distribution and exhibition in this area since he was 13 years old. Until illness forced his retirement two years ago, he was sales representative here for National Screen. Services were attended by hundreds from this industry, from other businesses, and civic, political and labor leaders.

Jane Cowl Dead at 65

SANTA MONICA, June 22.—Jane Cowl, Shakespearean actress, died of cancer today at the age of 65. Born in Boston, Miss Cowl was educated in New York, later the scene of her greatest triumph as Juliet in "Romeo and Juliet." In addition to her acting roles she was author or co-author of many plays as "Lilac Time" and "Smilin' Through." She appears currently in RKO Radio's "The Secret Fury." Miss Cowl was the widow of Adolph Klauber, former drama critic.

Warner Club Outing

About 1,000 Warner Club members and their guests are expected to turn out for the club's annual boatride today aboard the *S.S. Meseck* up the Hudson River to Bear Mountain.

Personal Mention

CHARLES EINFELD, 20th Century-Fox advertising - publicity vice-president, will fly from here Wednesday for the Coast.

•

GEORGE A. SMITH, Paramount Western sales manager, returned to Los Angeles yesterday from Salt Lake City, where he attended the exhibitor-distributor "Round Up."

•

NATE J. BLUMBERG, Universal-International president, is due here from Hollywood on Monday.

•

PERRY LIEBER, RKO Radio director of studio publicity, left here yesterday for the Coast by plane.

•

JOE YOUNGERMAN, Paramount studio executive, will arrive here Wednesday from the Coast for a vacation.

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, is due here Monday from a Coast vacation and a tour of Canadian cities.

•

SPYROS P. SKOURAS, 20th Century-Fox president, and MAURICE SILVERSTONE, 20th-Fox International president, are due here Sunday from Europe.

•

EMANUEL SILVERSTONE, 20th Century-Fox International vice-president, returned here yesterday from a two-month tour of Latin America exchanges.

•

HARRY A. SAMWICK, American Display Co. president, has returned to his home from Lenox Hill Hospital here to convalesce.

U-I Beats Dutch Bond in Film Tiff

AMSTERDAM, June 18 (By Airmail).—Universal-International will stay on in Holland. Because the company had sold its product to an independent Dutch distributor after it had become a member of the Bioscoop Bond, the Bond, a state controlled distributors' organization wanted to bar Universal from its membership.

For some time, U-I had a skeleton office working here with five pictures to keep its membership. This it must have if it is to remain a member of the Bond. At the big yearly meeting of the Bond, 370 of the organization's 600 members were present. Of the 319 who voted on the issue 200 wanted to keep U-I in and 112 were against it.

Paramount, which had its pictures distributed by Filmtrust for one year, now has opened its own distribution office here again.

Hal Perlman Starts Own Trailer Business

CHICAGO, June 22.—Hal Perlman, former advertising director for independent trailer companies, has opened a new special trailer organization, Variety Film Trailers, at Milwaukee.

Perlman has been active in special trailer production for the past 11 years, and was formerly associated with RKO and Warner Theatres in advertising and managerial capacities.

Clark, James, Davies Head Coast Publicists

HOLLYWOOD, June 22.—Screen Publicists Guild has elected Kenneth Clark president, Nat James vice-president, Homer Davies treasurer, and Del Valle recording secretary.

B & K Dividend Cut

CHICAGO, June 22.—Balaban and Katz at a board of directors meeting held today voted a quarterly dividend of $1.20 a share payable June 29. Previously the company had been paying $2.00 dividends.

Three of '10' Face Verdict Thursday

WASHINGTON, June 22.—Federal Judge Edward M. Curran said he would hand down a verdict next Thursday on whether Ring Lardner, Jr., Lester Cole and Adrian Scott are guilty of contempt of Congress for refusing to tell the House Un-American Activities Committee in 1947 if they were Communists. If found guilty, sentence will be passed then.

The three went on trial before Curran today, the first of the eight remaining Hollywood workers who were cited for contempt by the House.

Lardner and Cole appeared in court personally, but Scott was ill in the hospital. The other five of the remaining eight are scheduled to appear tomorrow before two other judges.

$2½-Million 'Quiz'

(*Continued from page* 1)

contest as one possible means of "getting the potential 97,000,000 people interested again in our form of mass entertainment."

Here is how the quiz would work: a series of 20 trailers, each to contain three or four questions based on the "Movie Quiz" idea, would be made and every theatre, for 20 weeks, would run a different trailer for a full week. Entry blanks would be available in every theatre and would be presented to each patron with his admission ticket.

At the end of the contest, each participant would have to state, within a given number of words, "Why Movies Are Your Best Entertainment." An advance campaign in magazines, newspapers and theatre lobbies as well as over the air would promote the contest as a "Million Dollar Giveaway." To provide the prize money, Hollywood studios would contribute $1,000,000 and each participating theatre would contribute $5 per week as its share. Contest winners would go to Hollywood by special train.

The industry in 1938 ran a "$250,000 Movie Quiz Contest" along similar lines as part of its "The Motion Picture's Greatest Year" campaign.

Reagan,Rivkin In MPIC Posts

HOLLYWOOD, June 22.—Ronald Re gan and Allen Rivkin were named the new executive posts of secreta and treasurer, respectively, of t Motion Picture Industry Council the organization's meeting last nig Under the new organizational set u chairman Roy Brewer and co-chai man Paul Groesse becom [illegible] side and vice-president.

Walter Wanger, a founder of t MPIC, was named delegate of t Society of Independent Motion P ture Producers to the Council.

Tonight, at the Motion Pictu Night ceremonies at the Coliseum Los Angeles, the MPIC, representi all facets of the industry, bestow honors upon Harold Lloyd, retiri Imperial Potentate of the Shriners.

315 July Bookings For New 'Irma' Film

More than 315 key bookings ha been set in July for "My Friend Ir Goes West," according to A. Schwalberg, president of Paramou Film Distributing Corp. They w follow the world premiere at the Portal Theatre, Las Vegas, on June

LAS VEGAS, June 22.—A recept for a group of Hollywood person ties Sunday afternoon at the H Flamingo here will launch activit in connection with the world premi of Paramount's "My Friend Ir Goes West." Several thousand expected to be present to meet stars, Marie Wilson, Diana Ly Dean Martin and Jerry Lewis.

NEW YORK THEATR

RADIO CITY MUSIC HALL
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Spencer Tracy - Joan Bennet
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"FATHER OF THE BRIDE"
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

JACK H. SKIRBALL and BRUCE MANNING present
CLAUDETTE COLBERT
ROBERT RYAN in
The SECRET FURY
with JANE COWL · PAUL KELLY
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JACK GLOR
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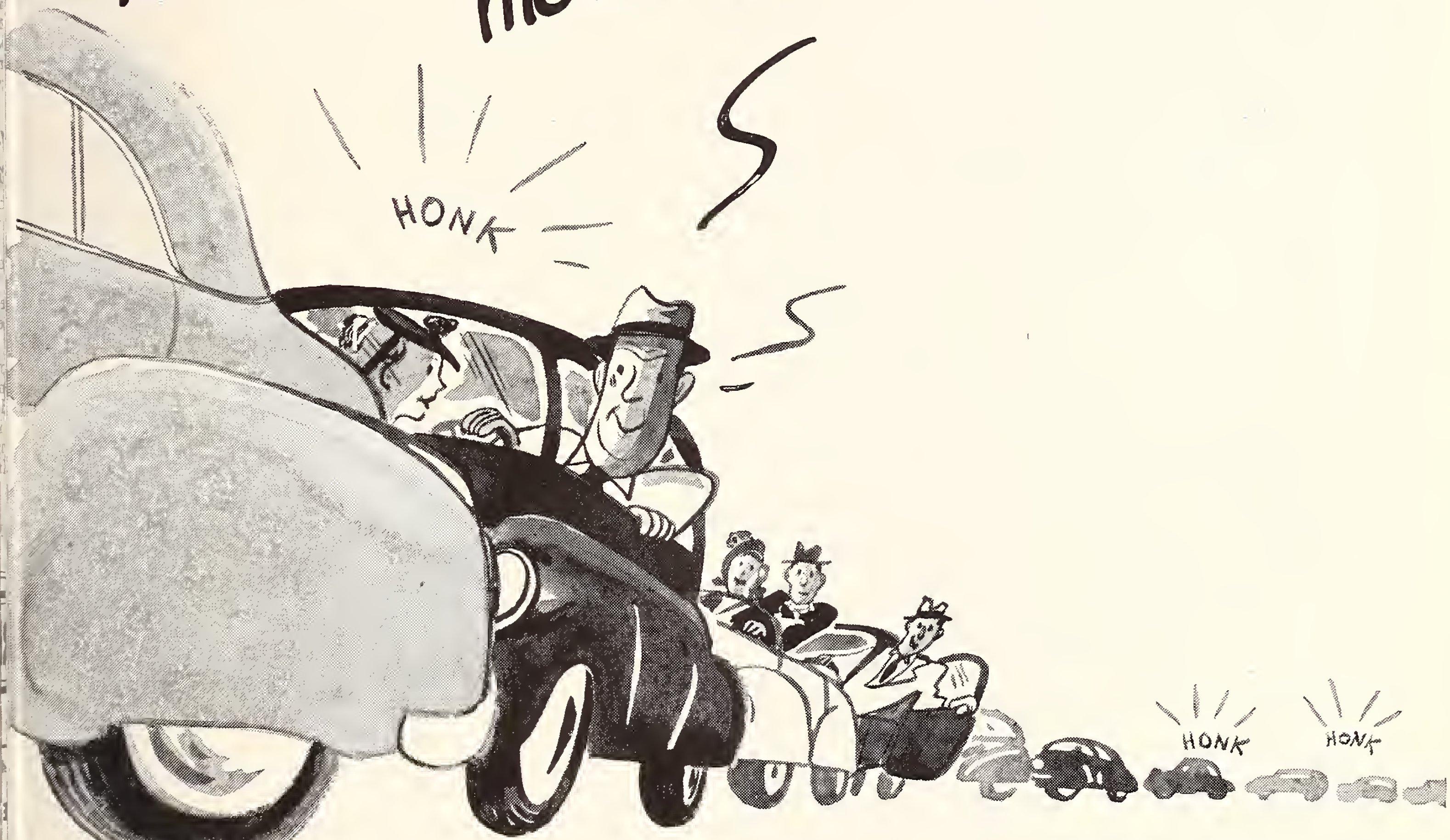
TIP, TAP & TOE
Extra! RAY
ANTHONY
and his ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Fea Nightly

GREGORY PECK
AS
THE GUNFIGHTER
— In Person —
ROBERT MERRILL
The De Castro Sisters
"LUCKY PUP"
20 CENTURY FOX
Ro
7th Ave.
& 50th St.
MOVIES ARE BETTER THA

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Satur Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigp New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secre James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. We Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, W ington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publicat Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; F Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and foreign; single copies. 10c.

"No dear, it's not an accident ...there's a Companion-approved movie ahead!"



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AVERAGE CIRCULATION: MORE THAN 4,000,000

**Except of course the fan magazines!*

HE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N. Y.

Salt Lake Variety Formally Launched

Salt Lake City, June 22.—Variety Tent No. 38 was officially launched here last night with the presentation of a charter in ceremonies attended by Robert J. O'Donnell, Marc J. Wolf, Judge Ezra Stern, Dave Bershon, William McCraw and Chic Lewis, all visiting officers of Variety International. Henry F. Ungerleider, chief barker of Tent 38 accepted the charter on behalf of the unit.

Utah-Idaho Group Asks Fund Check

SALT LAKE CITY, June 22.—Exhibitors of the Utah-Southern Idaho unit of the Pacific Coast Conference of Independent Theatre Owners passed a resolution at their annual meeting here today to send open letters to all trade papers asking that the Motion Picture Foundation give an accounting of funds recently collected and to ask that the Foundation give a directive to the Salt Lake City group on disposition on the amount obtained from exhibitors in this area.

The resolution was one of several passed during the meeting but others will not be revealed until a future date, according to a spokesman for the organization.

The group elected new directors as follows: Roger Mendenhall, Boise; Max Lloyd, Twin Falls; Ralph Trathen and James A. Christensen, Salt Lake, and Sam Gillett of Tooele. Officers will be selected from these directors. More than 30 operators attended the meeting which was part of the three-day "Round Up" of exhibitors and distributors.

FCC-Phonevision

(Continued from page 1)

company accepted when it got FCC permission to run the Phonevision experiment.

Zenith is seeking FCC permission to conduct its Chicago test starting Oct. 1 instead of Feb. 8 as originally granted. The Commission, before acting on this request, queried the company about some of its actions which it said might have misled the public into believing Phonevision had been authorized on a permanent rather than temporary basis.

On June 2, Zenith president Eugene F. McDonald replied, explaining the actions objected to by the FCC. Today, the FCC wrote McDonald again, declaring that after a careful review of his letter it still was of the opinion he wasn't living up to the conditions in the authorization.

Take Strike Step

(Continued from page 1)

Laboratories and Consolidated Film Industries here. The move stems from deadlocked negotiations for new contracts.

The local has demanded a seven per cent general pay increase for the 385 Universal and 40 Pathe employes, and an 11 per cent wage hike for the 125 at Republic and Consolidated. The companies have rejected the demands.

Review

"Hi-Jacked"

(Lippert Productions) *Hollywood, June 22*

ONE more threat to the American pocketbook is described in some detail in Lippert's "Hi-Jacked," a fair production, although somewhat tediously told, about the widespread hi-jacking of merchandise trucks. Sigmund Neufeld produced, with Murray Lerner as executive producer and Jack Leewood as associate executive producer. Sam Newfield directed. The script was written by Fred Myton and Ray Shrock, from a story by Myton and Orville Hampton.

The top role, that of a truck driver who is an earnest parolee trying to square his account with society, is played by Jim Davis. He is under suspicion after he has been hi-jacked the first time, but is cleared. The second time, he loses his job, and in consequence goes out to try to identify a voice he had heard during both hi-jackings. To stop him, the criminals, known to the audience throughout, frame him with planted loot, arresting his wife, and he does the rest of his detecting while a fugitive. When he succeeds, the trucking company fires its general manager who has been doing the dirty work, giving Davis his job. Marsha Jones, the former Marcia Mae Jones, plays his wife, but she is not given much to do.

Running time, 66 minutes. General audience classification. Release date, July 14.

Protest to U.K.

(Continued from page 1)

ety (distributors) held a lengthy meeting here today, presumably to discuss that aspect, but adjourned until next Tuesday without issuing any statement.

A KRS delegation also joined deputations from the Cinematograph Exhibitors Association and the British Film Producers Association which met with Treasury officials this morning. All parties observed a pledge of strictest secrecy, pending "further developments."

There is no indication yet of the government introducing the necessary amendment to the Finance Bill, giving the plan official status, which had been anticipated for today in view of Treasury official Wilfred Eady's demand that CEA give its answer to the tax rebate suggestions forthwith.

The CEA general council, convening yesterday at Porthcawl, South Wales, approved the suggestions with two vital reservations. They were that none of the one-penny tax increase on seats selling for more than one-shilling and six-pence go to the Treasury but, instead, be divided equally between exhibitors and distributors, and that theatres grossing less than $340 weekly be permitted to retain the entire rebate.

The Treasury's proposal was that it receive half the proceeds of the increased tax; the other half to be divided equally between exhibitors and producers, thus establishing a subsidy for the latter. The government proposes to eliminate the tax on seats less than a shilling and six-pence.

Finance Report

(Continued from page 1)

project or abandoning it, dependent on the financial facts relating to past production as applicable to the future.

If the first group of producers shows willingness to answer the questionnaires of the researchers, and the results are favorable, the same queries will be put to all other independents.

Alex H. Ardrey, executive vice-president of Bankers Trust, New York, proposed the plan at a meeting of the Society of Independent Motion Picture Producers on the Coast last May. The Society approved and Bagnall and Yousling were named to investigate independent production for the past 12 years to determine the prospects for the future. If the ultimate results warrant it, a financing corporation would be established.

U-I Bidding Plan

(Continued from page 1)

bidding will begin with one of U-I's top features for late summer or early fall release.

U-I has chiefly sold its films by negotiation to "old customers," like the RKO Palace and Grand, but in recent months it has sold several top films to Balaban and Katz downtown.

Concurrent with the selling away to B. and K. theatres, U-I announced today that "Louisa" will have its world premiere at the B. and K. Chicago on Aug. 11. Stars of the film will attend. That film was also sold under negotiation.

U-I has not yet fully completed its new zoning plan, which will divide the city and suburban theatres into districts, but it is understood the plan will be similar in part to that of the other bidding companies, M-G-M, Paramount, RKO Radio, 20th-Fox and United Artists.

Commencing with "Comanche," outlying houses will be able to bid for subsequent U-I films. "Winchester '73" has been set to open at the RKO Grand early in July.

Senator Hails

(Continued from page 1)

Code, which they have now adopted, are evidences of an awakened realization of their tremendous responsibilities. I congratulate the theatre patrons."

Johnson said the MPAA had been keeping him posted for the last few weeks on the progress on the Code amendment, and that he had been holding off introducing two bills he has had ready to deal with the subject. He indicated he would continue to hold off on the bills until he sees how the amendment works out.

"I am very hopeful it will all work out," he said, "and that hearings and legislation will not be necessary."

Tax Cut Outlook

(Continued from page 1)

House Ways and Means Committee formally reported its tax bill to the House. The committee made no final changes in the bill, and it still includes the admission tax cut to 10 per cent. The ban on collapsible corporations, the tax cut for smaller corporations and the boost for big ones, and the other provisions voted into the bill earlier.

Hearings Opened On Small Business Bill

Washington, June 22.—The Senate Banking and Currency Committee today opened hearings on the "small business bill" sponsored by the Administration, with Secretary of Commerce Sawyer the first witness in support.

Industry observers think the measure could off[illegible] financial help to indep[illegible]nt producers, small exhibitors and even some large circuits.

Majors'HeavyOutla ForGermanDubbin

WASHINGTON, June 22.—The Be lin Element Film Section of th Office of the United States Hig Commissioner for Germany, report that U.S. major motion picture com panies have placed or will place i Berlin synchronization and dubbin orders for between 5,000,000 mark ($1,190,000) and 7,000,000 mark ($1,666,000) during the 12 mont beginning with June, 1950, accordin to Nate Golden, chief of the motio picture section of the U. S. Depar ment of Commerce.

Theatre TV Unit

(Continued from page 1)

new organization, expected an early announcement of details on the organization. He indicated it would be a non-stock, non-profit corporation, so that members could take tax deductions for any financial support they give it. It will probably merely have incorporators, a board of directors, and a chairman and executive secretary to do most of the work.

Sullivan said that most exhibitor c ganizations and leading exhibitc have already approved the plan, a that Allied States Association h been approached to join, but is r yet committed.

"We're all still babes in the woo about theatre television," Sullivan sa "We need an organization in whi we can all join to serve as a cleari house for all material on theatre te vision. We have no concept of wl we can put on the large TV scre how to program it, the economics theatre TV or engineering proble When sound and color came, that v something within the industry, and could handle them individually. I television is outside the industry a theatres have to develop a cooperat attitude to get the most out of That's what this would do."

Sullivan indicated that the orga zation would probably be called National Exhibitors Theatre Tel sion Committee, even though set up a corporation.

Popkin and Justma

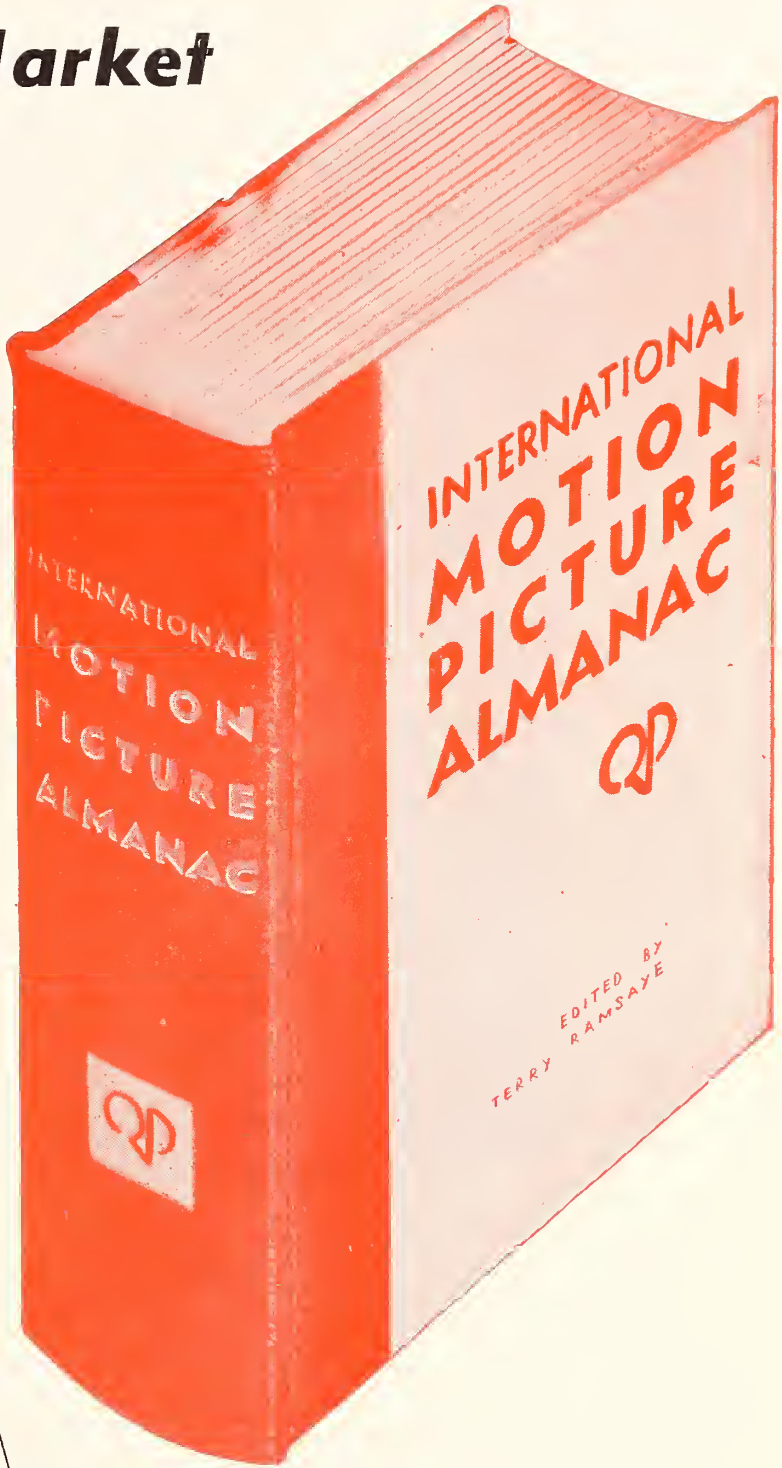
(Continued from page 1)

posals, experience in the past has b that Miss Pickford and Chaplin unpredictable.

Gradwell Sears, UA president slated to remain with the company der his contract in a high execu post.

The Equipment Market at Fingertip!

Manufacturers—what they make, their offices and personnel; Dealers of the United States and Canada, and principal equipment distributors throughout the world . . . these listings make International MOTION PICTURE ALMANAC a working tool for those who buy and sell theatre equipment anywhere. The 1950-51 Edition is now in preparation.



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NATIONAL THEATRE SUPPLY, 1325 S. Wabash Ave.

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ARECHEVALA Y CIA., Corrientes 2759, Buenos Aires. Amplifiers, sound equipment.
BOIZA E HIJOS, Estomba 3780, Buenos Aires. Screens.
MIGUEL CERIANI, Herrera 880, Buenos Aires. Seats.
CIA. ARGENTINA DEL RIO DE LA PLATA, Peru 486, Buenos Aires. Aga-Baltic projection, sound and recording equipment, mirrors, lanterns, loudspeakers, etc.
CIA. COMMERCIAL CONDOR, Sarmiento 2149, Buenos Aires. Simplex equipment; National carbons; Bausch Lomb mirror and lenses; Snaplite and Cinephor lenses; Peerless Magnarc; scr cameras, etc.
MENDEZ DELFINO, Talcahu Aires. Sonograf sound eq
J. A. DESPLATS, H plifiers.
ESCOBED
MAYO FILM, Bme. Mitre 1956, Buenos Aires. Carbons.
MINUTO, Callao 858, Buenos Aires. Screens.
BASILIO OLARTE, Av. A. Gallardo 736, Buenos Aires. Ship carbons.
PHILIPS ARGENTINA, S. A., Vedia y Av. Forest, Buenos Aires. Philips projection and sound equipment, lenses, loudspeakers, screens, etc.
RCA VICTOR ARGENTINA, Bartolome Mitre 1961, Buenos Aires. Theatre & sound equipment, sound recording equipment.
RADIO MAN S. R. L., Rivadavia 1982, Buenos Aires. Rex projection equipment, carbons, Gardiner lanterns. Altec Lansing and University sound equipment. Super Rex sound equipment.
REALTON, Dolores 448, Buenos Aires. Realton sound equipment.
JOHN REYES, Independencia 1900, Buenos Aires. Orphto sound recording equipment.
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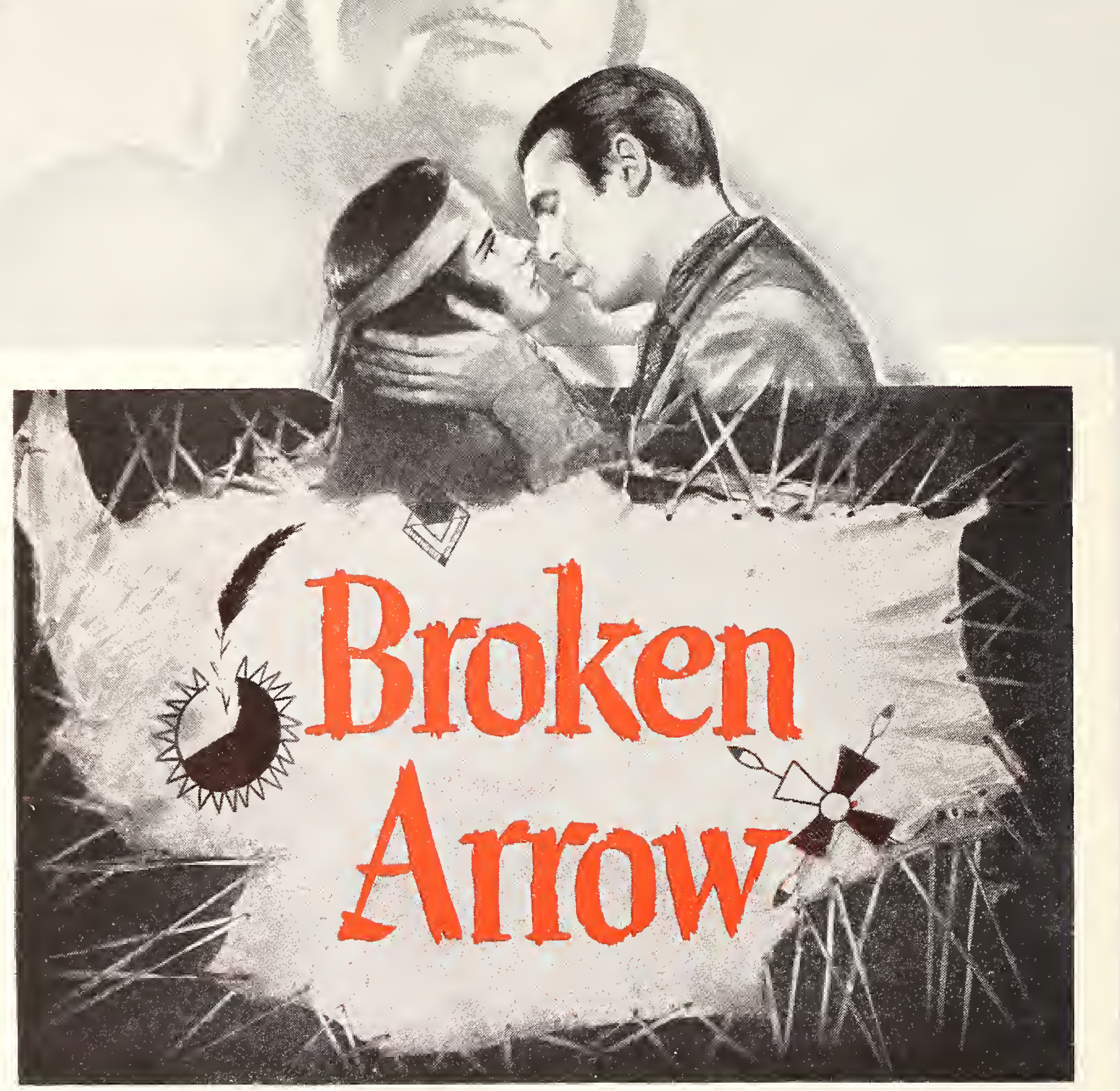

It stars JAMES STEWART, and is in Color by TECHNICOLOR.

It has already received the Cosmopolitan Magazine Citation . . . the Parents' Magazine Gold Medal Award . . . the endorsement and nationwide support of the Bureau of Indian Affairs.

It will be presented to the public with an intensive national advertising campaign, in LIFE, LOOK, TIME and NEWSWEEK Magazines.

It will be launched in four Western cities, on August 6–9, with pride and showmanship.

Its *World Premiere* will be at the *Roxy* N.Y., on July 17

There's No Business Like 20th CENTURY-FOX Business

FIL E C OPY

MOTION PICTURE ASSOC. OF
AMERICA,
28 WEST 44TH ST.,
NEW YORK 18,
N. Y. (2 COPIES)

NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

NO. 122 NEW YORK, U. S. A., MONDAY, JUNE 26, 1950 TEN CENTS

limax Nears Tax Fight; ompo All Set

ers Times Meeting for use's Action Thursday

ASHINGTON, June 25.—With industry engaged in intensified repeal activity on all fronts, the se of Representatives is slated ebate tomorrow and Wednesday tax bill which would halve the ent 20 per cent Federal admission

Chairman Abram F. Myers s called a meeting of the uncil of Motion Picture Ornizations' tax committee for ursday in Washington. Pointg out that indications are at the House will pass the bill by Thursday and rush to the Senate Finance Comttee, Myers declared it is the latter group that "the st-ditch fight must be made

(Continued on page 4)

pect Decree Stay ecision This Week; S. Opposes Delay

ASHINGTON, June 25.—Supreme t Chief Justice Vinson is expect- decide tomorrow which Justice rule on the request of 20th Cen-Fox, Warner and Loew's for a er stay of the divorcement and stiture provisions of the New Statutory Court decree.

is possible Vinson will rule on

(Continued on page 4)

ling Thursday on nfriendly' Eight

ASHINGTON, June 25.—Thursday be the crucial day for the eight er film workers cited for cont of Congress during the House American Activities Committee ings in 1947.

(Continued on page 4)

MPEA to Map New Proposals For Britain

Indications are that counter-proposals to Britain's terms for extension of the Anglo-U.S. film remittance agreement will be advanced at today's meeting of the Motion Picture Export Association board of directors here to form the basis for renewed negotiations when the American industry delegation returns to London in about two weeks.

The consensus of industry officials' views at the weekend appeared definitely to be that the British proposals are unworkable and unacceptable in their present form and that if there is to be a new remittance agreement, then continued negotiations are necessary.

The Society of Independent Motion Picture Producers holds the same view. Holding the present British pro-

(Continued on page 3)

Eastern, Western TV Producers Combine

The National Society of Television Producers was formed at the weekend with simultaneous meetings of producers' groups in Hollywood and New York. At the conclusion of both

(Continued on page 4)

U.S. DOUBLES ITS TARIFF ON FILMS

US-Spanish Import Talks Open Today

Dr. Tomas Suner of the Spanish Economic Ministry in Washington will confer in New York today with John G. McCarthy, director of the international division of the Motion Picture Association of America relative to complaints of American distributors against the Spanish import license system and MPAA's bid for the conversion of frozen Spanish earnings into dollars.

The Spanish licensing system embodies sale of licenses to Spanish producers who in turn, sell them to U. S. distributors.

Abrogation of Mexican Treaty Dec. 31 Sparks Global Chain Reaction

WASHINGTON, June 25.—U. S. tariff duties on film imports from every foreign country have doubled with this country's abrogation at the weekend of its 1943 trade treaty with Mexico. Abrogation and the increases are effective Dec. 31.

The treaty had put new low tariff duties on negative and positive films sent into the U. S. from Mexico. But by virtue of our "most favored nation" policy, which says that any nation with which we have a trade agreement will get the best rates we give any other country, when we cut the rates for Mexico we also cut them for Britain, France and every other country.

Now, with the abrogation of the Mexican treaty, the rates go back up for every other country as well as Mexico.

(Continued on page 4)

Single-Bill Trend Aids Shorts: Morgan

Current newspaper and industry interest in the restoration of single-feature showings should help promote the sales of short subjects, according to Oscar A. Morgan, Paramount gen-

(Continued on page 3)

Popkin, Justman to Coast; UA Deal Awaits Board Vote

Independent producer Harry Popkin and Joseph Justman, head of the Motion Picture Center, Hollywood studio, concluded their negotiations for control of United Artists and returned to the Coast at the weekend.

Their proposals, as amended after numerous discussions through the past two weeks with UA principals,

(Continued on page 4)

UK Holds Up Tax Rebate Bill for US Firms' Study

LONDON, June 25.—An amendment to the budget reducing the amusement tax was introduced and then withdrawn in the course of an all-night House of Commons debate Friday.

Withdrawal of the amendment, which would have implemented the proposals made last week by Sir Wilfred Eady, Treasury official, to provide a subsidy for British film production through alleviation of the entertainment tax, followed an admonition by Sir Stafford Cripps, Chancellor of the Exchequer, that the Treasury's

(Continued on page 2)

London Acclaims 'Treasure Island'

Exceptional public and critical response marked the London premiere of Walt Disney's Technicolor "Treasure Island" at the Leicester Square Theatre late last week and is still continuing, according to reports received here by RKO Radio, the film's distributor. American presentation will take place in more than 100 key city theatres on July 19, RKO said.

The motion picture, based on the

(Continued on page 4)

Kodak Adds Two New Film Divisions

ROCHESTER, N. Y., June 25.—Effective July 1, Gordon A. Chambers is named manager of the new Southern division and Kenneth M. Mason manager of the new Midwest division of the motion picture film department of

(Continued on page 3)

S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's
SUNSET BOULEVARD
A Hollywood Story
IS "UNUSUAL AND ABSORBING!"
—The Exhibitor

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

RICHARD F. WALSH, IATSE international president, has returned here from England.

•

WAYNE SHEPLER, manager of the Golden State Theatre, Riverside, Cal., and HAROLD WILSON, manager of the Nuart Theatre, West Los Angeles, were in San Francisco at the weekend, en route to Rogue River, Ore., for a vacation.

•

ARTHUR L. MAYER has returned here from Washington where he has been conferring with the Economic Cooperation Administration preparatory to assuming his duties as ECA film consultant.

•

JOAN ORNSTEIN, daughter of WILLIAM ORNSTEIN, M-G-M home office trade press contact, has become engaged to BRUCE KAUFMAN, fellow-student at Purdue University.

•

HARRY HUNTER, who recently resigned as managing director of Paramount Film Service, Ltd., in Australia to retire, has arrived in Hollywood from Sydney.

•

J. J. GLYNN, Warner International vice-president and treasurer, returned here by plane from London over the weekend, concluding a five-week tour of Europe.

•

CARTER T. BARRON, Loew's zone manager at Washington, was in New York at the weekend.

•

WILLIAM L. SNYDER, foreign film importer, returned here from Paris over the weekend.

•

JOHN JOSEPH, M-G-M publicity manager, left here for the Coast over the weekend.

•

WALTER HART, Paramount director, will leave here tomorrow for the Coast.

Services Here Today For Mrs. G. Fausel

Funeral services will be held this afternoon at one o'clock for Mrs. Gustave Fausel, wife of the advertising production manager of Quigley Publications, at the Universal Chapel, 52nd Street and Lexington Avenue, New York. Interment will be at Kensico, in Westchester.

Mrs. Fausel, who died at her home on Long Island on Friday after a lengthy illness, is survived also by a daughter, Kathryn.

New ELC Buffalo Setup

BUFFALO, June 25.—Mannie A. Brown, manager of the New Eagle Lion Classics exchange, has appointed the following sales staff: Harry Alexander, salesman in the Albany territory; Bert Freese, Rochester and Syracuse; Lou Leisher, Buffalo, and George Sussman, head booker. Brown also is manager of the Albany office.

'Black Rose' Ads to Reach Maximum Readers in August

A national advertising campaign with a total readership impact of nearly 300,000,000 will be launched in August by 20th Century-Fox on behalf of its Technicolor production, "The Black Rose." Planned in color, for both single and double-spread insertions in the nation's top magazines, the campaign is scheduled to outpull the national ad penetration used last year on "Prince of Foxes."

The ads have been specially designed for the particular readership of each publication, making appeals on the basis of star power, spectacle, historical backgrounds, romance, etc. Representatives of the magazines participating in the campaign are giving the picture special promotional backing, contacting dealers and outlets for tie-in exploitation when the picture makes its debut on Labor Day. They will also assist in paving the way for the promotion of the 22 products tied in on the merchandising campaign being used on Technicolor.

UK Holds Up Rebate

(*Continued from page 1*)

tax rebate-film subsidy plan is in process of negotiation and, accordingly, it is advisable that as little as possible be said about it at the moment.

Cripps added: "Other people in other continents besides our own are interested in these negotiations. We are anxious that nothing be done to upset these negotiations which look as though an agreement would be reached very shortly."

The tax amendment, which had been introduced by the Conservative Opposition, was then withdrawn with the understanding that a statement on the matter will be made in Commons next Thursday when President of the Board of Trade Harold Wilson's request for an additional £1,000,000 for the government's Film Financing Corp. will be given a second reading.

It was learned that Cripp's intervention to forestall action on the tax rebate amendment was the result of requests by American members of the Kinematograph Renters Society for more time in which to consider the effects of the proposed measure on their interests. The Treasury granted the request for more time to the Americans. The original deadline for approval of the plan had been set for last Thursday. Now the KRS will have a final meeting on it Tuesday and give its answer immediately thereafter.

The Cinematograph Exhibitors Association and British Film Producers Association, whose approvals also were required, acted last week. The CEA approval was given with reservations.

The tax rebate-film subsidy plan is a refinement of a recommendation made in the government's Plant Committee report some time ago, and is regarded as being less discriminatory against the American industry.

Tenn. May Control Drive-ins, Operators

Nashville, June 25.—So many drive-in theatres are being constructed in Tennessee that the next state legislature may pass legislation to control the location and type built. Most operators themselves would welcome such control. With most theatre sites beyond zone control, there is little now that can be done about it.

Glass Here on Ad Campaign for 'Men'

George Glass, vice-president in charge of advertising and publicity, of Stanley Kramer Productions, will arrive in New York today to confer with Gradwell Sears, president of United Artists; Paul N. Lazarus, Jr., executive assistant to Sears; Howard LeSieur, U.A. advertising-publicity director; George Schaefer, sales representative of Kramer Productions, and Meyer Beck, Kramer's Eastern publicity representative, on plans for an extensive advertising-publicity campaign for "The Men," which will have its world premiere at the Radio City Music Hall in mid-July.

CBS Show on 'Men'

"The Men," Stanley Kramer-United Artists, was the topic of discussion on the CBS "Hits and Misses" network show on Friday. Janet Coan, Muriel Smith and Charlotte Morrisey, all of the U.A. home office, participated in the forum, pointing up the film's appeal to women.

Combined Staffs Map 'Mr. Universe' Drive

Detailed plans for trade, newspaper and magazine advertising, exploitation stunts and promotional tie-ins for "Mr. Universe" were discussed at a meeting of the combined advertising-publicity-exploitation staffs of Eagle Lion Classics and Laurel Films here on Friday.

Attending were Leon Brandt, Syd Gross, Steve Strassberg, Lige Brien, Ruth Cosgrove and Phil Cowan of ELC, and director-producer Joseph Lerner, Will Yolen and Dave Abrams of Laurel.

Para. Meeting on Film

A one-reel film, entitled "Blueprint for the Future" and consisting of scenes from Paramount's national sales convention held recently in Los Angeles, will be shown at company branches in the U. S. and Canada. The short was shot by Sanford Greenwald, Paramount News Coast representative, under the direction of Oscar A. Morgan, short subject and newsreel sales manager.

Just what the doctor ordered! Repeal that 20% tax! Write, wire, talk to your Senators NOW! Hurry! —COMPO

Newsreel Parade

GEN. MacArthur greeting defense chiefs in Japan and the Shriners' convention in Los Angeles are among current newsreel highlights. Other items cover various sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 51—Defense chiefs see Gen. MacArthur. King Leopold in Rome. Shriners parade in Lo[illegible]ngeles. U. S. submarine in record tr[illegible]rench railway electrified. Canada bu[illegible] huge pipeline. England: air transport. Tennis, football, shooting-the-rapids.

NEWS OF THE DAY, No. 285—Submarine makes record run. U. S. expells refugees seeking haven here. Canada builds oi pipeline. Shampoo for gorilla. Fawn an dog pals. Gen. MacArthur greets defens chiefs. Shriners convention in Los Angeles Tennis. Buzz-bike thriller.

PARAMOUNT NEWS, No. 88—Tennis U. S. retains Wightman Cup. Governor air problems at parley at White Sulphu Springs. Wandering displaced persons of for home. Open penguin house in Bron zoo. Special July 4th presentation.

TELENEWS DIGEST, No. 25-B—Malaya: Britain acts in jungle war. Berlin propaganda war. Voices of the week Albert Maltz, Paul Hoffman, Senator Style Bridges, Senator Eugene Millikin. Benedict Marci arrested. Mrs. FDR visits Finland. Fishing derby. Mexican bullfight.

UNIVERSAL NEWS, No. 363—Shriner parade at convention in Los Angeles. Submarine sets 52-mile record. News in brie Defense meeting in Japan; Bicycle meetin in Denmark; baby gorilla at the New Yor zoo. Steeplechase in France. Auto race.

WARNER PATHE NEWS, No. 90—Ope Shuman Plan talks. Gen. MacArthur gree defense chiefs. London: Test plane. U. sends France largest press. Fawn and d play. Alpine rescue practice. Danes g Marshall Plan bicycles. U. S. aid to Franc Shriners parade. Automatic lunch box f dogs. Jack Dempsey at 55. Steeplechase.

18 Key Playdates fo 20th's 'Broken Arro

Following the special four-wa Southwest premiere of 20th Centur Fox's "Broken Arrow" on Aug. 6- the picture is set to open in 18 speci key city situations, the company a nounced at the weekend.

The Tulsa, Tucson, Santa Fe a Broken Arrow, Oklahoma kick-o will be followed by openings in Ch cago, Oklahoma City, Syracu Cleveland, Milwaukee, Washingto Boston, Springfield, Mass., Worceste Bridgeport, New Haven, Hartfo Norwich, Waterbury, Pittsbur Charlotte, Detroit and Toronto.

The Southwestern opening will preceded by the world premiere the picture at the Roxy in N York on July 20.

Carman Chairman Coast Youth Drive

SAN FRANCISCO, June 25.—Char Carman, president of Local No. Theatrical Stage Hand's Union, named co-chairman of Building Youth's Wishing Well drive for S Francisco theatres by Robert Giorgio, campaign chairman.

Carman joined Al Dunn, Orphe Theatre manager, and Wishing W chairman, in calling on all San Fr cisco houses to install Wishing W in their lobbies. Dunn and Carr are members of the theatre divis committee headed by Richard Nas of Nasser Brothers Theatres.

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EWS Brief . . .

ION problems surrounding 'white collar" workers of the n picture industry will be placed the IATSE international con- on, scheduled to open Aug. 14 in it, by a delegation from Motion re Home Office Employes Local H-63 New York. The delegation i Russell M. Moss, Eli eic, Herman Lemler and Har- hadwick.

●

shington, June 25.—The Fed- Communications Commission uthorized the American Tele- e and Telegraph System to a cross-country microwave ision network in operation by 1, 1952.

●

NDON, June 19.—The Earl of esk, a close relative of the Royal y, and his son, Lord Carnegie, formed Carnegie Films, Ltd., to ce two low-budget features an- for the British market.

EA to Map

(Continued from page 1)

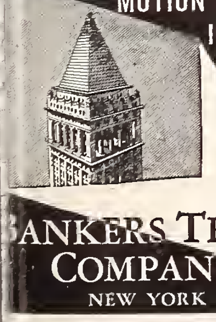
to be unacceptable, SIMPP of- regard the entire subject as still to negotiation despite their char- zation by British officials as con- ng a "final" offer.

cordingly, it appears certain that Arnall, SIMPP president, and A. Mulvey, president of Sam- oldwyn Productions, will return ndon about July 10, as well as Johnston, president of the Mo- Picture Association.

at manner of compromise would cceptable to Arnall, to whom PP has voted complete discretion- ower in the matter, could not be ed prior to his departure from York for Atlanta at the week- However, SIMPP's objections British proposals parallel those MPEA principals in most re- . Therefore, it is believed that compromise which substantially ed one group would, in all bility, be acceptable to the other.

ince the original remittance eement of two years ago a three-party affair, in- ving MPEA, SIMPP and the tish government, the agree- nt could not be extended hout the approval of all ee. However, there would nothing to prevent the Brit- government, should it ose to do so, from entering o an entirely new agree- nt with one or the other of American principals.

BANKING FOR THE
MOTION PICTURE
INDUSTRY



ANKERS TRUST
COMPANY
NEW YORK

ER FEDERAL DEPOSIT INSURANCE CORPORATION

Reviews

"Destination Moon"

(George Pal-Eagle Lion Classics)

ONE of man's fondest dreams—a trip to the moon—is given handsome screen treatment in this Technicolor production. Although the theme is one of dramatic fantasy, it is projected against backgrounds and settings that have a high degree of authenticity and intelligent hypothesis. According to producer George Pal, the picture was inspired by a Hayden Planetarium show, "Trip to the Moon." In making the film, Planetarium experts co-operated with the film's technical staff in order to make the outer space and lunar landscape scenes as realistic as possible.

In addition to its scientific aspects, this H. G. Wells-like story has its dramatic plot and is presented in human terms. It is obviously a good exploitation picture. Supported by effective merchandising, it should enjoy considerable popularity with a large number of patrons.

The story opens as a rocketship, designed to soar to our nearest cosmic neighbor, goes up in smoke and fire, the victim of sabotage. Crestfallen are Tom Powers and Warner Anderson, an Army general and an atomic physicist, respectively, who had worked on the project.

Still pressing for the realization of his dream of a space-ship, Powers convinces an industrialist, John Archer, of the urgency of the ship, and presently difficulties are overcome and construction is again underway. After the ship is completed, it is decided to take off hurriedly, as the proposed trip comes in conflict with hostile interests. On the journey, in addition to the three above mentioned, is Dick Wesson, a young specialist, who, not conceiving the universal importance of the trip, provides many an unintended laugh. The voyage into space brings many wondrous experiences for the men, especially when they learn that there is no gravitational pull in the outer space. Finally a landing is made on the barren waste that is the moon. After some explorations, the men discover that a hasty return is necessary. More difficulties have to be overcome before they find themselves heading back to terra firma.

Irving Pichel's direction is well balanced and shows a careful concern for astronomical accuracy. The screenplay was by Rip Van Ronkel, James O'Hanlon and Robert Heinlein, from a novel by the latter.

Running time, 90 minutes. General audience classification. August release.

MANDEL HERBSTMAN

"Where the Sidewalk Ends"

(20th Century-Fox)

DANA ANDREWS, as a New York detective with an uncontrollable urge for mussing up cheap hoodlums, finds himself trapped by his own free-swinging fists when he accidentally kills an innocent man. In its genre "Where the Sidewalk Ends" is an interestingly-made mystery drama with an eye for action and suspense. With Gene Tierney co-starring, the picture should prove a good audience-pleaser.

After being reproached several times about "using his fists" too frequently, Andrews is put on a case involving the killing of a wealthy Texan in a gambling game. Pressing hard for a solution, Andrews tracks down one of the suspects. An argument ensues and in self-defense Andrews slugs him. The beating proves fatal to the victim who had a silver plate in his head as a result of a war injury. Terrified, Andrews decides to cover up the crime by dumping the body in a river.

It develops that the victim was the estranged husband of Miss Tierney, with the result that Miss Tierney's father, Tom Tully, somehow finds himself accused of the crime. By way of further complicating matters Andrews falls in love with Miss Tierney and then goes about helping her to vindicate Tully. In the course of his investigation of the original murder Andrews comes into contact with an assortment of underworld characters, headed by Gary Merrill. In a heroic stand, Andrews brings about the arrest of the criminals and finally confesses his own part in the accidental murder.

Ben Hecht did the fluid screenplay, from a novel by William L. Stuart. Otto Preminger doubled as producer and director.

Running time, 95 minutes. General audience classification. July release.

M. H.

Single-Bill Trend

(Continued from page 1)

eral sales manager for shorts and Paramount News. Prospects for newsreels are also brighter as a result of increasing bans on televising important sporting events and the latest developments in the world situation, he added.

"The greatest national deterrent to short subjects is the double-bill," Morgan said.

Morgan indicated that "hard-hitting salesmanship and short subject promotion" can and has overcome existing hurdles. He reported that short subject grosses for the past few months have shown a marked increase over business reported earlier in the year. He said that shorts' sales to drive-ins this year are away ahead of those reported for the same period in 1949.

Kodak Adds Two

(Continued from page 1)

Eastman Kodak, by Donald E. Hyndman, manager of the department.

Hyndman said the new divisions will provide more adequate coverage of the U. S. and improved service to the motion picture trade. Chambers will handle the Southern division from Rochester, while Mason will have his headquarters in Chicago.

Emery Huse continues as manager of the West Coast division, and E. M. Stifle as manager of the East Coast.

NSS Promotes Stacel

CHICAGO, June 25.—Irwin Stacel has been appointed branch manager for National Screen Service in Chicago, succeeding in the post held by the late Harris Silverburg. Stacel has been with the company since 1948.

Short Subject

"Play Ball"

(This Is America—RKO Radio)

An interesting exposition of what the term "Play Ball" means to millions of Americans is given in this subject. Done with attention to all facets of our national pastime, and in the skillful, graphic style of the "This Is America" series, it takes the spectator into homes, onto the fields, and harks back to memorable shots of national baseball heroes; and also takes considerable footage explaining the "farm" and training systems used by major clubs, notably the Dodgers. Incisive, clear, intelligent, and even inspirational is the offstage comment by Red Barber, sports and radio commentator. Running time, 14 minutes.

Heads Lippert Exchange

Elmer McKinley, formerly with Eagle-Lion at Washington, has been appointed Lippert exchange manager in that city.

DAYLIGHT
and
OVERNIGHT
DC-6
MAINLINER
300s
11 hrs. onestop
to LOS
ANGELES
"the Hollywood"
Leave 11 am, arrive 6:55 pm
• • •
United's overnight flight to
Los Angeles leaves at 11:55
pm; arrives at 7:50 am.
Flights operate on Standard Time
Call
UNITED AIR LINES
OR, AN AUTHORIZED
TRAVEL AGENT

US Anti-Merger Law This Year Doubtful

Washington, June 25.—Senate Majority Leader Lucas now thinks it unlikely that the Senate will pass this year the so-called anti-merger bill.

This measure, which has passed the House, would bar one company from acquiring the physical assets of another where the result would lessen competition substantially. At present, the anti-trust laws bar only stock acquisitions in such cases. Lucas said he thought the measure too controversial to take up in the Senate in the limited time remaining for this session. If the Senate does not pass the bill, it must start all over again in the House in the next Congress.

COMPO Tax Fight

(*Continued from page 1*)

for revision of the House bill so that it will include not a reduction but complete elimination of the back-breaking 20 per cent tax."

Today the House Rules Committee is expected to clear the measure for House floor action under a rule that bars any changes, only allowing the Republicans to propose one over-all substitute, and then, if that is defeated, the Ways and Means bill must be taken or rejected as is.

Calls for 'Final Push'

"A great wave of interest and renewed activity has swept the industry," Myers said, "and we need every ounce of this energy and enthusiasm if we are to come out with complete victory. Now is the time to get excited and make that final push for complete victory."

Myers expressed amazement at the "avalanche" of response he has received from the last message sent to the field. "It is positively inspiring to get back such enthusiastic letters saying that lines are being reformed, fences patched and the field organization ready to swing back into action after the several months delay while the House was considering the bill.

"I am eternally grateful for this, another demonstration of industry team play, and particularly appreciate the COMPO taxation and legislation committeemen who have given me such unstinted support. We are most hopeful that some of the weak spots will be strengthened and their efforts match the stupendous job that the industry is doing everywhere else."

Repeal 'Not Impossible'

Myers held that the goal of repeal "is not impossible." He said that goal "is near enough to justify every man and woman in the business who wants to protect his or her job or investment, to communicate with Senators and urge others to do likewise.

Meanwhile, Andy W. Smith, Jr., chairman of the tax committee's distributor division, has sent telegrams to all area chairmen urging immediate action, and pointing out that once the bill hits the Senate Committee it may be hurried to the floor of the upper house for a vote. At the exhibition level many circuits already have gone into action with all managers writing and wiring their Senators to help save their jobs. Connecticut exhibitors report the full support of the State Federation of Labor (AFL).

Executives of circuits everywhere and producers' home offices are making personal letter appeals to Senators. Richard F. Walsh, IATSE international president, continuing support of theatre unions, is asking his locals for renewed efforts in the repeal fight.

Reviews

"Hoedown"

(*Columbia*)

PRIMARILY aimed at rural audiences, "Hoedown" should prove popular with small-town exhibitors who long have been complaining about "big town" pictures. It is guaranteed to bring no complaints from patrons who usually stay clear of sophisticated films.

It's a simple yarn, full of hill-billy ballads and a simple, straight-forward kind of humor. For the marquee there is the appealing name of Eddy Arnold, who calls himself the Tennessee Plowboy, and who is given plenty of chance to sing and strum his guitar. The cast includes Jeff Donnell as a pretty newspaper reporter, Jock O'Mahoney as the broken-down movie star whose left-handed shyness is transformed into a right-handed sock through the simple expedient of a kiss from cute Carolina Cotton, Guinn (Big Boy) Williams as her not-so-bright suitor, and Douglas Fowley as the leader of a trio of bank robbers. Colbert Clark produced, Ray Nazarro directed, and Barry Shipman wrote the script, which is corny but funny. Guest stars include the Pied Pipers and The Oklahoma Wranglers. Carolina gives out with a snappy number and a demonstration of her yodeling ability. There also is a square-dance sequence called by Arnold.

The story has Jock abandoned by his manager in a small Tennessee town. Jeff is a newspaper girl assigned to write the story of his come-down. Arnold gives Jock a job and asks an agent to audition him. The agent is stopped by three escaped bank robbers who accompany him to Arnold's farm, where a show is being auditioned. When the kiss transforms Jock from a dumb-bell into a fightin' man, he gives out with that right fist, captures Fowley after a wild chase and gets Carolina in the bargain.

Running time, 64 minutes. General audience classification. Release date, June 6.

"Once a Thief"

(*W. Lee Wilder-United Artists*)

CESAR ROMERO is accorded a thoroughly unsympathetic role in "Once a Thief," his characterization being that of an unmitigated cad who preys upon the affections and paltry savings of starry-eyed working girls. Reportedly one who can count a considerable distaff following among the fans, the veteran actor quite understandably appears none too comfortable in this one-dimensional part. Understandably, because it is not a part that will lend impetus to his popularity among the ladies—or the men, for that matter. Perhaps, therefore, he is to be admired for chancing it.

Produced and directed by W. Lee Wilder with a workmanlike respect for detail, the picture comes off as moderately engrossing entertainment. It is with its transparency of plot construction that lies the onus for its not being more than that. Employment of a wide variety of settings, however, is of manifest value in establishing a sense of movement that is not otherwise embodied in the script. Add to the film's virtues the marquee value of Romero plus June Havoc and Marie McDonald, and it would seem that "Once a Thief" will vindicate itself in fair style at the box-office.

Richard S. Conway's screenplay, based on an original story by Max Colpet and Hans Wilhelm, drives relentlessly toward Romero's come-uppance in the final footage at the hands of Miss Havoc, shoplifter-gone-straight. None too happy as the shoplifting protege of explosive Iris Adrian, Miss Havoc becomes a waitress, falls hard for Romero, a "businessman" who is secretly a bookie. She gives him her savings to pull him out of a "business" failure, and he uses the money to buy himself new clothes. When she is drained of funds, he tips the police that she was a shoplifter. It is prison for Miss Havoc. She escapes to take revenge upon a girl friend whom she thinks betrayed her to the police, but, finding out it was Romero, she turns her fury upon him. In a scuffle over a pistol he is killed and she surrenders to the authorities. Lon Chaney, Jack Daly, Marta Mitrovich and others are in supporting roles.

Running time, 88 minutes. General audience classification. Release date, July 2.

CHARLES L. FRANKE

TV Producers

(*Continued from page 1*)

meetings, the boards of directors of both groups inaugurated the organization by conference telephone call. Irvin Paul Sulds, acting president of the New York group, was elected president of the Eastern area and the first national president of the new society.

NSTP is a merger of the Television Producers Association of Hollywood and the Independent Television Producers Association of New York.

Popkin-UA Deal

(*Continued from page 1*)

have been formally drawn and go before the UA board some time this week for a vote. Specific date for the session is contingent on when all board members can get together, including UA president Gradwell Sears.

Affirmative action by the directorate, as anticipated, would mean shifting of the deal to the Coast where Mary Pickford and Charles Chaplin will make the final decision on relinquishing the 12,000 UA shares involved.

London Acclaims

(*Continued from page 1*)

Robert Louis Stevenson classic of boyhood adventure, received unanimous praise from London press, RKO said The *London Daily Mirror* called it "the best kid film ever made for grownups."

Mass. Censors Can't Censor Films on TV

Boston, June 25.—The Massachusetts Department of Public Safety, which censors motion pictures has stated that it does not contemplate censoring motion pictures on Boston television stations WBZ-TV and WNAC-TV. Such censorship would have to come about through the enactment of new legislation in that respect, the present law covering only motion pictures shown in theatres.

Doubles Tarif

(*Continued from page 1*)

The U. S. abrogated the trea because it felt Mexico had not liv up to the tariff-cutting promises made in the agreement.

The rate on exposed but undev oped negative film has been and w continue to be until Dec. 31 one ce per foot. After Dec. 31 it will go two cents. The rate on exposed a developed negative photographic fi will go from one-and-a-half cents three cents per foot. The rate positive film will go from one-h cent a foot to one cent.

Cut Cuba's Special Rate

Cuba at present gets a rate 20 p cent under the rate for other cou tries. With the treaty abrogati Cuba's rate will be only 10 per ce below other countries.

The boosting of the import duties runs directly counter to the efforts of the Motion Picture Association of America to help foreign film companies market their products here But there is little which the MPAA can do about it.

Abrogation notwithstanding, it still possible for the duties to d again in another year or so. T would result from the forthcoming ternational Trade Agreement talks Torquay, England, starting this and lasting probably through n Spring. The tariff on films impor into the U. S. is one of the items for negotiation, and if the U. S. agr to make cuts here, it might not o go down to the level in the abroga Mexican agreement but could be another 50 per cent below that leve

Expect Stay Decisio

(*Continued from page 1*)

the requests himself, but more lik he will refer them to some associ who will hand down a ruling later the week. Court officials indicated matter would be decided on the b of written documents submitted so

The Justice Department on Fri filed its opposition to any further st

'Unfriendly' Eight

(*Continued from page 1*)

Judge Curran will hand d judgment then on Ring Lardner, Lester Cole and Adrian Scott. Ju Pine will do the same for Al Maltz, Alvah Bessie and Samuel nitz. Judge Keech will hear moti on the remaining two—Herbert Bi man and Edward Dmytryk.

FILE COPY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

L. 6 O. 123 NEW YORK, U.S.A., TUESDAY, JUNE 27, 1950 TEN CENTS

ouse Admits 0% Excise Tax Burdensome

ys It Seriously Hurts ıall Theatre Operators

'ASHINGTON, June 26. — The ıse Ways and Means Commit- admitted today that the pres- 20 per cent admission tax is ng a "serious effect" on small the- owners throughout the country.

In a report filed on the com- ittee's tax bill, which would t the rate to 10 per cent, the emocratic majority of the mmittee declared that "it is cognized that there has been owing resistance on the part the general public to the esent high admission prices, hich include the general ad- ission tax."

said the damage done theatre

(Continued on page 4)

ıra. Asks FCC to elay Color Video

ASHINGTON, June 26.—Paramount vision Productions, Inc., today d the Federal Communications ımission to hold off for another any decision on color television. aramount said that it thought a sion at this time on a particular

(Continued on page 2)

Vinson Fails to Act On Decree Stay Bid

Washington, June 26.—Su- reme Court Chief Justice inson did not take any ac- ion today on the request of oew's, 20th Century-Fox and Varner for a further stay of he divorcement and divesti- ure provisions of the New ork Statutory Court decree.

He is now expected to dis- ose of the request himself r refer the matter to an- ther Justice tomorrow.

Add $2,275,000 to Independent's Suit For $3,000,000

DENVER, June 26.—Cinema Amusements, Inc., which originally filed a suit for $3,000,000 alleged damages against 20th Century-Fox, Loew's and RKO, has asked the U. S. District Court here for permission to add a claim for $2,275,000 more damages to that suit, filed originally in Delaware but moved to Denver for trial. Cinema, owner of the Broadway, alleges damages are due to the refusal of the defendants to sell films for either first-run or moveover first-run at the Broadway, owned formerly by Fox Intermountain Theatres, which company used the theatre mainly on a moveover basis.

Attorneys for Cinema say the new claim would bring the suit up-to-date,

(Continued on page 2)

Affirms Dismissal of Suit vs. 'U' Officers

Universal Pictures executives have been victorious in a stockholder's suit brought against them under the Securities Exchange Act for alleged improper sale of stock warrants of the corporation issued to them pursuant

(Continued on page 4)

MPEA Sends Views On Tax to London

The British Treasury's entertainment tax remission plan to establish a subsidy for British producers was discussed at the Motion Picture Export Association board meeting here yesterday and its views were transmitted to London managers of American companies.

The latter are members of the Kinematograph Renters Society which will meet in London today to act on the tax-subsidy plan.

Coast Labor Warns Johnston, Arnall On Pact Proposals

HOLLYWOOD, June 26.—Identical telegrams were sent late today by the Hollywood AFL Film Council to Eric Johnston, president of the Motion Picture Association of America, and Ellis Arnall, president of the Society of Independent Motion Picture Producers, strongly opposing acceptance of the British proposals for a renegotiated film trade pact.

Complete text of the telegram fol-

(Continued on page 3)

MPEA Holding Out for Better UK Trade Pact

Authorizes Johnston to Open New Negotiations

Dissatisfied with the British proposals for revising the Anglo-American film agreement, but hopeful that a compromise will be reached, the Motion Picture Export Association board, at a meeting here yesterday, authorized Eric A. Johnston to return to London to open new negotiations with Harold Wilson, president of the British Board of Trade. The MPEA board will meet here again July 14, Johnston will leave on the following day and the new trade talks are set to commence July 18.

It is certain that Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, will join Johnston in the London discus-

(Continued on page 3)

CEA Wins Point on UK Tax Rebate Plan

LONDON, June 26.—The Treasury has agreed to the Cinematograph Exhibitors Association's request that theatres grossing less than £125 per week be permitted to retain the entire entertainment tax remission contem-

(Continued on page 3)

Exhibitor Ad Outlay Less Than 2%, Survey Reveals

MINNEAPOLIS, June 26.—The average theatre operator is spending only on an average of about two per cent of his gross for advertising and promotion of pictures despite the recent campaign to move him to greater showmanship effort. This is revealed in a confidential report of a nation-wide survey conducted by an unnamed distributor.

The report says that some large circuits hold down ad outlays to as little as one and one-half per cent, and even when they have a special attraction rating bigger-scale promotion they do not increase their ad budget unless the distributor comes through. In almost every case where

(Continued on page 4)

Zenith Withdraws Plan FCC Attacked

WASHINGTON, June 26.—Zenith Radio Corp. today told the Federal Communications Commission that even though many radio manufacturers had expressed interest in its "contingent credit" plan for installing Phonevision decoder units in new television sets, it was withdrawing the offer because it felt the FCC disapproved of it.

Zenith's statement was in answer to last Thursday's FCC letter attacking Zenith for giving the impression

(Continued on page 2)

UA Has Other Deals In Prospect on Sale

Pending action by the United Artists board of directors on Harry Popkin's proposal to take over control of the corporation, it is learned here that company officials still are considering three other possible deals, one of which is said to be especially promising. While details are being withheld, it was made clear that considerable progress has been made on the latter prospect.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Paramount's
SUNSET BOULEVARD IS "FASCINATING!"
A Hollywood Story
—M. P. Herald

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

Personal Mention

NORMAN MORAY, Warner short subjects sales head, is on the Coast from here.

•

C. E. NICHOLSON, Paramount studio chief accountant, has been given the Lybrand Award by the National Association of Cost Accountants for his paper, "Television Organization and Cost Control."

•

HUGH OWEN, Paramount Eastern and Southern sales manager, and JOE WALSH, in charge of branch operations, will leave here today for Detroit, Cincinnati and Cleveland.

•

HARRY GOLDBERG, Warner Theatres advertising-publicity director, will leave here tomorrow for Washington.

•

FOSTER M. BLAKE, Universal-International Western sales manager, will return here today from the Coast.

•

DAVID GOLDING, 20th Century-Fox publicity manager here, will arrive today from England by air.

•

LOUIS ELLIMAN, circuit operator of Ireland, was a guest of the Paramount Coast studio last week.

Press Junketeers at Las Vegas Premiere

LAS VEGAS, Nev., June 26.—With more than 200 newspaper, wire service and radio personnel pouring a steady stream of news and commentary, "My Friend Irma Goes West" had its world premiere tonight at the Portal Theatre following wide civic ceremonies. The Hal Wallis picture goes into general release through Paramount July 4 in the wake of the most penetrating promotional barrage laid down for any attraction in recent years.

In addition to the output of press and air correspondents flown here from Hollywood Sunday morning, eight national radio broadcasts were originated here during the two-day period.

Postpone Presidents' Dinner to Sept. 19

The "All-Presidents' Dinner," scheduled for June 29 at the Hotel Waldorf-Astoria here by the New York amusement division of the United Jewish Appeal, has been postponed to Sept. 19, at the Hotel Astor, because of previous heavy July Fourth holiday commitments of many principals beginning June 29.

At a meeting of the executive committee yesterday, members pledged a total of 164 hours a week to the remainder of the UJA drive. This is in addition to their regular duties and represents a plus effort on the part of the committeemen.

Every day counts! Write, wire, talk to your Senators NOW! Ask for full repeal of 20% tax.
—COMPO

Marx Film 1st-Run At 18 Neighborhoods

Columbus, O., June 26. — Inaugurating what may become a widespread booking pattern, according to Milton Yassenoff, general manager of Academy Theatre here, 18 local neighborhoods and drive-ins are playing the Marx Brothers' comedy, "Love Happy" as a first-run simultaneously. The theatres include the Academy indoor and outdoor houses, the Fred Rowlands theatres and drive-ins owned by Harold Schwartz and Frank Yassenoff.

"This is our answer" to TV," said Yassenoff. Theatres all over the country are watching our experience with this multiple booking. It may well set a pattern."

Warner Denies It Has Television Plans

HOLLYWOOD, June 26. — Warner Brothers states categorically that there is no truth to the "fabricated, unchecked, unfounded story" that the studio will soon announce its entry into the field of television films; that it is involved in large-screen TV for motion picture theatres; that it has held any secret meeting for studio executives. (The meeting referred to in the story was a part of the Society of Motion Picture Engineers convention in Los Angeles attended by 1,500.)

Also, that it has any plan to turn out 10 or any other number of special, low-budget TV films a month; that any production processes within the studio have any bearing on anything but the production of motion pictures exclusively for motion picture theatres; that there is any plan to set up anyone as a television production chief.

Irwin Heads Film Board

OTTAWA, June 26.—Resources Minister Winters has introduced a bill in Parliament to carry out the recommendations of a firm of business consultants employed to report on the National Film Board of Canada's reorganization. It redefines the functions of the board and puts an end to the practice of having two cabinet ministers sit in as members. The new general manager, Arthur Irwin, will become chairman under the new setup.

Para. Asks FCC

(*Continued from page 1*)

color system or hard and fast color standards would deter further research and development in the color TV field and might preclude a better and more economical color system.

Paramount's stand, on behalf of itself and Chromatic Television Laboratories, Inc., was handed to the Commission as all parties to the recently-concluded color hearings filed their final findings and recommendations.

Minn. Court Rules 'Bank Nights' Legal If No Fee Charged

MINNEAPOLIS, June 26.—Bank nights, providing purchase of an admission ticket is not a requisite for participation, have been ruled legal by the Minnesota Supreme Court.

Observers here forecast a return to prize-giving schemes, for the most part outlawed since 1937 when the Supreme Court ruled against a so-called "10-0-Win" game sponsored by the Lyceum Theatre, St. Paul, but Minnesota Amusement Co., the principal circuit in this territory, said it was unlikely that bank nights would be revived in its houses.

The plan which the majority of the court held legal was used by the New Broadway Theatre, Albert Lea. A $50 prize was given away on a stated night each week, with the money held over until a total of $400 accumulated if the holder of the lucky number was not present. A person could register in the lobby without buying a ticket and could collect by hearing his number over a loudspeaker system.

T.Goldberg,Walbrook President, Is Dead

BALTIMORE, June 26.—Thomas Goldberg, president of Walbrook Theatre Co., which has been engaged in a complicated legal battle with the Windsor Theatre here, died over the weekend.

Walbrook is suing 20th-Fox for breach-of-contract and planned suits against other distributors growing out of their out-of-court agreements with Windsor to split product between Windsor and Walbrook. However, the deceased's attorney said today that it is unlikely that Goldberg's interests will want to further contemplated suits against other distributors. But suits against the deceased may be continued against the company which he headed or they could be carried against his estate, with the attitude of the opposition governing that situation.

Right to Cancel 'Reels Upheld in UK

LONDON, June 26.—The Appeal Court here has ruled in favor of Sidney Bernstein's Granada Circuit, upholding its right to refuse to be bound by the wartime Supplemental Newsreel Agreement in the compulsory booking of newsreels.

Movietonews sued over Granada's refusal to play the reels and obtained a verdict in its favor in King's Bench court, which Granada appealed. The case now will go to the House of Lords, highest appeal tribunal.

Archie F. Bangert, 45

COLUMBUS, O., June 26.—Archie F. Bangert, 45, manager of the Rubel Theatre at Logan, and formerly manager of theatres here and at Baltimore, died suddenly of a heart attack at his home in Logan. The widow, probate judge of Hocking County, and his mother survive.

Short Subject

Atom Man vs. Superma

(*Columbia*)

Superman finds a worthy adversa in the Atom Man, a sinister geni who has developed an atom machi that disintegrates people and rea sembles them at another spot. T first two installments [illegible]his 15-i stallment chapter play [illegible]ed pleu of action and excitement, with emph sis on electronic devices and supe human qualities.

Superman, the hero, based on t cartoon strip and radio program, played by Kirk Alyn, with Lyle T bot performing as the diabolical geni and Tommy Bond and Noel Neill a pearing as the reporters. The youn sters especially will find Superma exploits much to their liking. S Katzman produced and Spencer B net directed.

Independent's Suit

(*Continued from page 1*)

that is, to Dec. 1 of last year, wh defendants urge the court to fo Cinema to file a new suit for the n amount. They say allowing the pla tiff's request would extend for seve years the old suit. Judge Lee Kn took the case under advisement.

Zenith Withdraws

(*Continued from page 1*)

Phonevision had been authorized a permanent basis.

The letter admitted that desp considerable interest, no manufact er up to the present has flatly sta its intention of participating in credit plan, and no agreements h been signed or arrangements arrived

NEW YORK THEATRI

RADIO CITY MUSIC HALL
Rockefeller Center
Spencer Tracy - Joan Bennet
Elizabeth Taylor
"FATHER OF THE BRIDE
Don Taylor - Billie Burke
A Metro-Goldwyn-Mayer Picture
Plus Spectacular Stage Presentation

JACK H. SKIRBALL and BRUCE MANNING
present
CLAUDETTE COLBERT
ROBERT RYAN in
The SECRET FURY
with JANE COWL · PAUL KELLY
In Person
JACK GLORI
CARTER · DeHAV
TIP, TAP & TOE
Extra! RAY
ANTHONY
and his ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Fea
Nightly

"BEST FILM OF ITS KIND!"
—Journal-American
"FAUST and the DEVIL"
9th
WEE
Italo Tajo (Metropolitan Opera Star)
Nelly Corradi • Gino Mattera
A COLUMBIA PICTURE
Air Cond. LITTLE CARNEGIE - W. 5
Bet 6th & 7th Aves. • CIrcle 6-1

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eview

he Furies”

l B. Wallis-Paramount)

AL B. WALLIS's production of Niven Busch's novel about a New Mexican land barony in the final decade of the last century inclines pic dimensions. A broad canvas, a diffusive narrative, a sturdy cast and al footage testify to that. But throughout the unfolding of this raw- ed account of the greed that flowed in the veins of cattle king Walter ton and his headstrong daughter, Barbara Stanwyck, plus the orneriness stood out in the characters of virtually all with whom they came in act, [illegible] is unmistakable evidence that the producer yielded to the tatio[illegible] make an epic out of what was fundamentally a routine tern drama.

he evidence is over-stretched episodes, drawn-out sequences, a constant obvious striving for sharp character outlines and subordination of physi- action to dialogue. And all the effort put into character delineation ithstanding, there is barely a performance in “The Furies” that is ned in solid conviction. It seems that what could have been a 70-minute -up Western emerges as a somewhat ponderous saga whose inherent rtainment values are relatively few and wide apart.

he main story thread in the screenplay by Charles Schnee has to do the spoiled daughter's efforts to take possession of the infinitely expan- family ranch called The Furies. Huston, in one of the final screen roles is career, is raucous, grandiloquent, moody and fiery as the father who ys seeing his daughter full of spirit, but enjoys equally holding her it in check. He hangs her life-long friend Gilbert Roland, head of a ily of squatters, in a vain attempt to make her unbend. A widower, he s to marry widow Judith Anderson who would then inherit the ranch, Miss Stanwyck destroys those plans by slashing Miss Anderson's face. mately, the daughter joins forces with gambler-banker Wendell Corey, n she loves but who has jilted her out of disdain for her father, and irtue of a monumental financial manipulation forces Huston to sell to her. that point Huston is shot down in his tracks by the mother of the dered Roland.

irector Anthony Mann has made the most of the picture's scattered n scenes, and has managed to give occasional spark to some of the y conversational sequences. Some fine photography is manifest under the ction of Victor Milner, ASC, with a number of desert scenes at dusk g enthusiastic appreciation. Reliable support is rendered by the rest of large cast, including Thomas Gomez, Beulah Bondi, Albert Dekker, John mfield, Wallace Ford and Blance Yurka.

unning time, 109 minutes. General audience classification. August release.

CHARLES L. FRANKE

PEA, UK Pact

(Continued from page 1)

. James Mulvey, president of uel Goldwyn Productions, who icipated in the first meetings, also join in the new sessions.

bjections of MPEA and SIMPP centered on that part of the Brit- plan which would reduce the ertibility of U. S. earnings in land in proportion with any re- ion in the amount of U. S. invest- t in British production from the age of the past two years. If past investment level is main- ed remittances up to $17,000,000 ally would be continued. In- ses over the $17,000,000 would be ved commensurately with any in- se in production investment.

esterday's MPEA meeting made ear that British insistence on the ttances penalty would render their all proposed deal unacceptable. PP has reached the same conclu-

hnston left here yesterday to join family on the Coast and is due on the eve of the July 14 meeting.

ast Labor Warns

(Continued from page 1)

: “Hollywood AFL Film Coun- composed of unions and guilds esenting more than 20,000 studio loyees, today voted unanimously rotest in the strongest terms pos- , and to oppose in every way to organized labor, the compul- and penalizing provisions of the ish proposal for new Anglo- erican film pact.

Ve respectfully remind Mr. Johnston of his commitment to the Hollywood AFL Film Council, made in April of this year, that he never would accept any deal with the British which would force American producers to make in England pictures designed for the American market. Acceptance of the penalty provisions would be a sell-out of American labor.

“It would also constitute a degradation of the entire American film industry and would set a precedent to be quickly adopted by other countries impressed by capitulation to force.”

CEA Wins Point

(Continued from page 1)

plated under Sir Wilfrid Eady's plan for creating a film production subsidy through a readjustment of the tax incidence.

The CEA general council, which had approved the plan subject to that reservation in part, acknowledged the Treasury's concession to small exhibitors at a lively, three-hour meeting here today. The meeting authorized CEA officers to meet with the British Film Producers Association tomorrow in an effort to arrange a compromise on the proportion of the tax remission which will go to producers.

It is estimated that some £3,000,000 would accrue in all as tax relief, one-half of which would go into a production pool which would be administered by a committee representing the CEA, BFPA and Kinematograph Renters Society, with a chairman appointed by the Treasury.

KRS will meet on the proposal tomorrow, with the government scheduled to make a statement in the House of Commons on Thursday.

ROCKET AHEAD WITH LIPPERT!

TOP PLAYING TIME EVERYWHERE!

HELD OVER! 3rd Week · NEW YORK! HELD OVER! KANSAS CITY!

HELD OVER! 3rd Week · LOS ANGELES! HELD OVER! SAN FRANCISCO!

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Written, Produced and Directed by Kurt Neumann

NOW IN RELEASE!

"The BARON of ARIZONA"

Made to order for Showmen!

STARRING VINCENT PRICE

ELLEN DREW

Written and Directed by SAMUEL FULLER

Produced by CARL K. HITTLEMAN

NEW! UNTOLD ADVENTURES!

"THE RETURN OF JESSE JAMES"

JOHN IRELAND · ANN DVORAK · HENRY HULL

Produced by CARL K. HITTLEMAN • Directed by ARTHUR HILTON

READY IN AUGUST

Double Action Package

"I SHOT BILLY THE KID"

Starring DON BARRY ROBERT LOWERY · TOM NEAL

Produced-Directed by William Berke

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Ad Outlay

(*Continued from page* 1)

the advertising allocation was hiked, the survey disclosed, the additional outlay came from a producer-distributor.

Twenty-four widely scattered distribution centers were canvassed in the survey, making a detailed check and report of theatre accounts, thus giving a comprehensive cross-cut of the national situation. The findings disclosed that, except in isolated and a few notable instances of genuine effort. showmanship has become a lost art among theatre operators.

It was found that a typical practice, for a week-stand house grossing around $7500 weekly, is to run a $40 or $50 ad the day before a new picture opens and a similar size or fairly big ad the opening day; then usually nothing but one by one-inch ads for the other five days. Samples collected of the one-inch ads showed that the space, barely enough to run the name of the theatre, title of the picture and maybe a star name or two, often is partly used to promote give-away night or some other non-film attraction, it was said.

In cases where a distributor offers to go 50-50 on additional advertising to exploit an unusual attraction, it was found that the exhibitor frequently reduces his own regular budget.

Other major findings in the survey included: Only in very rare instances is a film advertised as far as a week in advance—the average receiving only two or three days of prior advertising and publicity, which, according to a number of film salesmen, is insufficient to bring the picture to the attention of the maximum potential audience, according to the survey. Use of poster material has been drastically reduced, it was said.

Lopert Leases House

Lopert Films has acquired a long-term lease on the Studio Theatre in Chicago, Berk and Krumgold, realty specialists, announce here. The property is owned by Chicago Musical College.

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most flights weekly
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Review

"Heart and Soul"

(*Safir-Crest Films*)

GOOD old-fashioned sentiment and tenderness make "Heart and Soul," an Italian importation, tailor-made for the family trade. Based on "Cuore," the classic by Edmundo De Amicis, the story of two school teachers' love for their pupils and for each other stars Vittorio De Sica as the wise and patient Maestro Perboni, Maria Mercader as his beloved Clotilde and Georgio De Lullo as Lieutenant Gardena, Clotilde's dashing, superficial suitor.

The story takes place in Italy in 1894. Maestro Perboni and Clotilde are both teachers in a public school for boys. Popular with their students and happy in their work, both live serene, peaceful lives until heartbreak comes to each of them in different ways on the same day. Clotilde is bewildered and humiliated when she realizes that Lieutenant Gardena has no intention of marrying her but was only diverting himself. Perboni's blow comes from a different direction. He receives notice of his suspension from his teaching duties because of his rash stand against Italy's war against Abyssinia which he denounces as a war of aggression. Shaken out of her own sorrow by the injustice to Perboni, Clotilde pulls strings and succeeds in getting Perboni reinstated. There ensues an idyllic period for both teachers during which they fall in love and plan marriage but their happiness is short-lived. Perboni is conscripted into the army and dies in battle for a cause in which he does not believe. Clotilde devotes the rest of her life to her pupils and her memories.

Produced by D. Forges Davanzati, the picture was directed by Duilio Coletti. Simple as the story is for some in present-day audiences, its sincerity and the superb acting of the principals and supporting cast, particularly the lovable, human school boys, redeem it to the extent of even producing an occasional furtive sniffle from a sophisticated New York audience.

Running time, 91 minutes. General audience classification. Release date, June 14.

DOROTHY ALTMANN

Affirm Dismissal

(*Continued from page* 1)

to contracts made when they joined the company. In a lawsuit brought originally against all top executives of Universal, sales vice-president William A. Scully and former vice-president and studio head Cliff Work, the only defendants still in the case after the others, including N. J. Blumberg, J. Cheever Cowdin and Charles D. Prutzman previously won dismissals, have obtained a unanimous decision in their favor in U. S. Circuit Court of Appeals in New York.

Federal Judge Harold S. Medina had previously granted summary judgment against Scully and Work, holding them liable under the Securities Exchange Act and ordered a trial to determine the amount of the damages they would have to pay. The trial was held before Judge Simon H. Rifkind who ruled that there were no damages and rendered a judgment in favor of the Universal executives dismissing the lawsuit. The plantiff then appealed.

Called 'Beneficial Scheme'

As Louis Nizer. attorney for Scully, pointed out in his argument before the court, the stock warrants were issued as part of "a highly beneficial scheme for the benefit of the company and the stockholders. The plan was to attract outstanding manpower by offering them futures. which futures were dependent on the values they themselves would create for the company." Nizer also pointed out that the plan was highly successful. The company, under the guidance of its new executives turned an average $1,000,000 loss per year for six years to an average $7,000,000 profit a year for six years, or a difference of $48,000,000.

Judge Rifkind held that such a plan was perfectly proper. He further pointed out that in going to Universal the executives had given up their economic freedom and that the value of what they gave up should form the basis of the calculation of any profits derived from the subsequent sale of the warrants. Upon the basis of the facts which showed that the market price of the warrants was higher when they were received than when they were sold he found that there were no profits. The Circuit Court of Appeals consisting of Judges Augustus N. Hand, Charles E. Clark and Jeorme Frank, in affirming the dismissal of the action, adopted Judge Rifkind's decision as their own.

'Tax a Burden

(*Continued from page* 1)

owners was more serious because
the competition they now receive fro
radio and television, and cited th
statement of film industry representa
tives that the reduction in the admi
sion tax will result in lowering pric
and thus stimulate attendance.

The committee report said that
"high proportion" of general admi
sions are paid by ind[illegible]als wi
"modest incomes, which [illegible]eans th
this tax is one of the relatively mo
burdensome excises."

On the bill's provision to allo
theatre owners to charge the tax
the basis of the price actually charg
persons getting reduced prices rath
than on the full established price, t
committee said that "it does not a
pear that the administration of t
tax is facilitated by taxing free a
mission and taxing reduced admissio
at the established price. Moreov
this is a source of irritation to t
public and is inequitable to the amus
ment operators who desire to ha
reduced prices for special groups."

Meanwhile, the House Rules Co
mittee today cleared the bill f
House floor action tomorrow. T
measure will come up under a s
called closed rule, which means th
no changes can be made on the Ho
floor. The Republicans will have
chance to offer one over-all subs
tute, and if this is turned down, t
committee bill will have to be acce
ed or rejected as is. House leade
plan to debate the measure two da
and have a final vote Thursday.

MEMORABLE MOMENTS No.1
THE TAMING!
THE BRAND OF GREATNESS IS ON
THE FURIES
AN EMPIRE OF TREACHERY AND VIOLENCE!
A Hal Wallis Production
—from Paramount

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L. 67. NO. 124 NEW YORK, U. S. A., WEDNESDAY, JUNE 28, 1950 TEN CENTS

nclude Labor n UK Talks, Walsh Urges

roposes Advisory Role; lobal Demands Feared

Fearing that "compulsory" pro- ction in England by Hollywood mpanies under a revised Anglo- nerican film agreement would in- re virtually every other foreign intry to demand a similar arrange- nt, IATSE international president chard F. Walsh said here yesterday t it would be "a good idea" to have ast labor represented in any future gotiations between the U. S. indus- and the British government. He owed that labor could serve in those goitations only in an advisory ca- ity. New talks are slated to reopen y 18 in London.

Walsh, who returned to New York t weekend from an extended Euro- n tour as a delegate to UNESCO

(*Continued on page* 5)

enate Bills Would p DC Theatre Costs

Washington, June 27.—The Senate strict Committee has reported to Senate two bills which would sub- ntially increase operating costs for

(*Continued on page* 4)

Pledges State Dept. Aid to US Industry

Hollywood, June 27.—American motion pictures "Do as much to tell democracy's story abroad as any of the national agencies especially created for that purpose," Edward J. Barrett, Assistant Secretary of State for Public Affairs, said at a MPIC dinner in his honor tonight at the Beverly Wilshire Hotel.

Barrett assured his listeners the State Department intends to do all it can to be helpful in solving industry problems.

Motion Picture Foundation Funds Are Intact Pending Reactivation

All funds contributed to the Motion Picture Foundation are being held intact pending industry determination on reactivating the project when trade conditions are more stabilized.

Disposition of Foundation contributions was questioned this week by the Utah-Southern Idaho unit of the Pacific Coast Conference of Independent Theatre Owners at a meeting held in Salt Lake City.

It is learned here that Paramount advanced the required sums for the Foundation's initial expenses, covering organizational meetings and the like two years ago, with the result that the entire amount placed with the Foundation has remained untouched.

E. V. Richards, Jr., is president of the Foundation, Barney Balaban is treasurer and the board of trustees is made up largely of exhibitors throughout the country.

Walker and Fabian Head New Theatre Video Group

The new National Exhibitors Theatre Television Committee, formalized last week, will be headed by Frank C. Walker, head of Comerford Theatres, as organizing chairman, and Si H. Fabian, head of Fabian Theatres, as treasurer. It will be incorporated in Washington, D. C., within 10 days.

Originally described as an organization to conduct research on the application of television to theatre use, and also to encourage the development of theatre television, it will also consider ways and means of using TV in theatres as a public service by making theatres available during non-operating hours for educational and social welfare programs and for utili-

(*Continued on page* 4)

Rodgers Sets 13 For 4 Months, 40 For Calendar Year

M-G-M will release a minimum of 13 pictures for the four months starting Sept. 1, according to William F. Rodgers, sales vice-president. This is an increase of two new features and one additional reprint over the corresponding period last year. Five of the releases will be in Technicolor.

With the 13 new films announced

(*Continued on page* 4)

MPAA 'Encouraged' By Spanish Talks

Following talks here this week with Spanish Undersecretary of State Tomas Suner regarding American distributors' complaints against the Spanish import license system, John G. McCarthy, director of the international division of the Motion Picture Association of America, said yesterday that the conferences left him encouraged that the system would be improved.

Suner left here yesterday for Madrid where he will present Mc-

(*Continued on page* 5)

CBS Claims Advance In TV Film Methods

Employing magnetic tape for sound and 35 mm. negative film for the picture, Columbia Broadcasting has introduced a new system of recording TV programs for non-connected stations which "greatly improves" the consistency and quality of picture and sound, according to CBS vice-president William B. Lodge.

Previously, CBS in its reproductions required the making of two motion picture films, either on 16mm. or 35 mm., one for the picture negative

(*Continued on page* 5)

US Companies Vote to Back U. K. Tax Plan

Stand Seen Related to New Remittance Talks

By PETER BURNUP

London, June 27.—With American distribution company members joining in, the Kinematograph Renters Society (distributors) today approved without reservations the Treasury's tax remission plan for a British film production subsidy.

Success of the plan, it is generally agreed here, depends upon the public's willingness to pay higher prices for the best theatre seats. This finds many authorities here somewhat skeptical.

The plan, presented to the industry last week by the Treasury's Sir Wilfrid Eady, eliminates the tax on all seats under one shilling and six-

(*Continued on page* 5)

Film Stocks Are Off, But Only Slightly

Motion picture stocks were no exception in the selling on the New York Stock Exchange Monday and yesterday caused by Sunday's outbreak of hostilities in Korea. While

(*Continued on page* 4)

Advance Excise Cut, Despite War Clouds

Washington, June 27.—House Democratic leaders were going ahead with plans to pass their excise tax-cutting bill Thursday despite gathering war clouds. The feeling was that the bill would be a month or longer in the Senate, and by that time it would be clear whether Congress could cut taxes this year or might have to boost them.

A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW

Paramount's
SUNSET BOULEVARD IS "SURE-FIRE OSCAR CANDIDATE!"
A Hollywood Story
—*Boxoffice*

IN TOWN!

UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

A NEW national setup of exchanges to release 20 Zane Grey pictures formerly distributed by Paramount will be formed in Chicago at the Stevens Hotel on Wednesday and Thursday. Moe Kerman is president of the newly-formed Mutual Films and Irving Shapiro is vice-president.

•

Chicago, June 27.—Inspection of ceilings in all large theatres and auditoriums was ordered today by building commissioner Roy T. Christiansen following the collapse Monday night of a false ceiling in a West Madison Street restaurant which injured 7 persons. The inspection will chiefly cover ornamental ceilings of the suspension type used in most theatres.

•

WASHINGTON, June 27.—National Theatres Corp. today asked the Federal Communications Commission for permission to take part in the forthcoming theatre television proceedings. National had originally planned to take part only through 20th Century-Fox, which is already a party, but now belatedly asks for leave to appear.

•

Hollywood, June 27.—Paramount has announced signing for the exclusive services of the producing-writing team of William Perlberg and George Seaton, effective upon their completion of "For Heaven's Sake" for 20th Century-Fox.

•

BUFFALO, June 27.—Gloria Swanson will be in town Thursday and Friday, helping to promote "Sunset Boulevard," appearing in person at the Paramount, where the production will be given a combination trade showing and "sneak preview."

She will also appear at a reception following the screening.

To Maintain Limited Holiday Eve Force

Most film company home offices will be manned by minimum staffs on Monday, July 3, to permit as many employes as possible to enjoy a four-day holiday weekend including Independence Day. Paramount offices will be closed entirely for the four days. Companies maintaining a skeleton force on Monday are Columbia, M-G-M, Monogram, RKO Radio, 20th Century-Fox, United Artists, Universal-International and the Motion Picture Association of America. Eagle Lion Classics and Republic will observe regular office hours on Monday and will close all day Tuesday, July 4. Warner Brothers is uncertain about its weekend schedule.

Personal Mention

ANDY W. SMITH, JR., 20th Century-Fox sales vice-president; CHARLES EINFELD, advertising-publicity vice-president, and JONAS ROSENFIELD, JR., advertising manager, left here yesterday for the Coast.

•

JERRY PICKMAN, Paramount assistant advertising-publicity manager, and MORT NATHANSON, publicity manager, returned here yesterday from Las Vegas.

•

CLAYTON EASTMAN, Eagle Lion Classics New York district manager, and MANNY BROWN, Buffalo and Albany manager, were in Albany, N. Y., this week.

•

IRVING WORMSER, Columbia home office executive, and HARRY ROGAVIN, New England sales manager, were in Albany, N. Y., from New York this week.

STEVE BROIDY, Monogram-Allied Artists president, and NORTON V. RITCHIE, Monogram International president, have returned here from Europe.

•

EDWARD SCHELLHORN, head of Paramount International's foreign department, has received a company award for 25 years of service.

•

JULES LAPIDUS, Warner Eastern and Canadian sales manager, has left here for Gloversville, N. Y., Cleveland and Indianapolis.

•

IRVING M. SOCHIN, Universal-International special film division sales chief, will be in Philadelphia today from New York.

•

TED GALANTER, M-G-M publicist at San Francisco, is in Seattle from that city and will return there Friday.

Blumberg, Daff Fly For UK Rank Talks

Nate J. Blumberg, Universal president, and Alfred E. Daff, Universal-International executive vice-president, will leave here by plane Friday for England to confer with J. Arthur Rank, John Davis and members of the Rank Organization in London.

Asked yesterday whether he foresaw the possibility of Universal's importing an increased number of Rank films, Daff said that he "would be guided by what Rank produces and how many." Daff said also that he and Blumberg will hold informal conferences with branch managers and salesmen of General Film Distributors, Ltd., while there with a view to stepping up sales of Universal pictures in England.

150 at Mullin Lunch For 'Jimmy Fund'

BOSTON, June 27.—Martin J. Mullin, president of New England Theatres, president of the Children's Cancer Research Foundation and co-chairman of the 1950 "Jimmy Fund" campaign, was host today at luncheon to 150 New England exhibitors and distribution executives at the Hotel Bradford in conjunction with the Foundation's campaign.

Guest speaker John Quinn of the Boston Braves said, "There is a big job to do on the drive and the Boston Braves are happy to be a part of the motion picture industry in this cause."

'Irma' Opens in L.A. Houses Tomorrow

LOS ANGELES, June 27.—Taking advantage of the publicity accruing from the Las Vegas premiere last night of Hal Wallis' "My Friend Irma Goes West," at which Paramount was host to more than 100 press and radio correspondents, the film will open at Paramount houses here on Thursday, with other key centers following immediately.

Mankiewicz to Tour Europe for SDG

HOLLYWOOD, June 27. — Joseph Mankiewicz, president of the Screen Directors Guild, will leave here next week for New York en route to Paris, Rome, Florence and other European centers to meet screen and television directors on plans for bringing all "who direct motion pictures across the screen" into a cohesive unit linked to the SDG.

The undertaking follows receipt of a telegram from the National Labor Relations Board at Washington notifying the SDG it has been declared in compliance with all pertinent sections of the National Labor-Management Act of 1947.

200 Day-and-Daters For 20th's 'Stella'

Spearheaded by the world premiere of 20th Century-Fox's "Stella" at the Rialto Theatre, Louisville, on July 20, 200 theatres in Kentucky, Indiana, Ohio, West Virginia and Michigan will open the picture day-and-date on July 23, it was announced by Andy W. Smith, Jr., sales vice-president.

En route to Louisville are Stirling Silliphant, promotion manager of the company, and Bill Danziger, formerly director of exploitation of Paramount, who has been engaged to do special exploitation work on the opening.

NTFC Forum Today

Stanley Parlin, production film director for WNBT, and Al Hollander, WABD production facility manager, will be guest speakers at the National Television Film Council's fifth quarterly forum today at the Hotel Warwick here. Forums will be held in three sessions, beginning at 10 A.M., one P.M. and three P.M.

CBS Gets Towne Theatre

The Towne Theatre on Manhattan's Ninth Avenue, a Brandt house, has been leased by CBS, to be used as a telecast studio after July 17.

Newsreel Parade

THE war in Korea and the Golden Gate Handicap make two diverse but leading newsreel highlights. Other items include Mrs Roosevelt in Holland, and spor flashes. Complete contents follow:

MOVIETONE NEWS, No. 52—World alarmed by Red invasion of South Korea. National AAU track meet. Seattle: U. S speed boat hits 163 miles per hour. Golden Gate Handicap.

NEWS OF THE DAY, No. 286—War in Korea. Indiana: jugglers convention. Sports: speedboat record, new marbles champ, national AAU track meet. Golden Gate Handicap.

PARAMOUNT NEWS, No. 89—Golden Gate Handicap. Mrs. Roosevelt in Holland. Stanley Woodward in Ottawa. Asiatic tinder-box: world tensely watches Korea's "hot war."

TELENEWS DIGEST, No. 20-A—War in Korea: background and analysis.

UNIVERSAL NEWS, No. 364—Invasion of Korea. Stanley Wodward takes post as Ambassador to Canada. Dutch welcome Mrs. F. D. R. Marble king crowned Speedboat record. AAU track meet.

WARNER PATHE NEWS, No. 91—War in Korea. People in the news: Frank Erickson sentenced. Mrs. F. D. R. Jugglers' convention. National AAU track meet. Air show. Golden Gate Handicap.

2 Goldwyn Premieres For Foundling Home

Monsignor John E. Reilly, director of the New York Foundling Hospital and Raymond Hilliard, Commissione of Welfare for New York City, have appointed Mrs. Donald Tansill, New York society woman, as general chairman of the Hospital's new premier committee.

They also revealed that, at the suggestion of Cardinal Spellman, Samuel Goldwyn will donate the entire proceeds of the world premieres of hi "Our Very Own" and "Edge o Doom" to the Foundling Hospita Fund. The premieres will take plac July 26 and August 2 at the Victori and Astor theatres, respectively.

King Is Treasurer of Pathe and Affiliates

James M. King, Jr., has been elected treasurer of Pathe Industries, Inc to succeed Warren C. Sharpe wh has resigned. King will also serv as treasurer of Pathe subsidiaries which included Pathe Laboratories Pictorial Films and Eagle Lion Studios.

King served as an assistant to Robert R. Young, chairman of the Chesapeake and Ohio Railway Co., and i control of Pathe Industries.

Warner Premiere 'The Jewel Robber'

Marjorie Reynolds, a star in th production, headed a Hollywood an Broadway group at last night's worl premiere of "The Great Jewel Robber" at the RKO Proctor's Theatr in New Rochelle, N. Y. Mayo Church of that town and Westcheste District Attorney Fanelli headed th civic dignitaries. Bob Smith, Pete Donald, Bob Sheppard, Gene Williams, Cy Coleman and others appeared on stage. Station WFA broadcast the event.

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t's Sweeping
The Industry!

OPTIMISM

MGM

BOX OFFICE
"M-m-m-m-m-g-m-m!"

HAPPY SUMMER TO YOU!

MGM MGM

"Annie Get Your Gun"—Going great guns!
"Stars In My Crown"—Every showmanship engagement a success!
"The Next Voice You Hear . . ."—Watch World Premiere Music Hall, N.Y.

JUNE
"The Asphalt Jungle"—4th Big Week, Capitol, N. Y.
"Father Of The Bride"—6 Big Weeks, Music Hall, N. Y.
"The Skipper Surprised His Wife"—Laughing Room Only!

JULY
"Crisis"—A Big one, Star-bright, to beat the heat!
"Duchess of Idaho"—Oh boy! Those M-G-M Technicolor Musicals!
"The Happy Years"—Vacation fun. A novelty in Technicolor!
"Mystery Street"—Chills and thrills superbly served!

AUGUST
"Three Little Words"—Great! Great! Great! Technicolor Musical!
"The Miniver Story"—At last! The wonderful sequel!
"A Lady Without Passport"—That "Delilah" Girl in her next hit!

M·G·M
"Exhibitor Magazine"
Nationwide Vote!
FIRST IN PRODUCT!
FAIREST IN TERMS!

(It's not too late to fight for complete 20% tax repeal! Write your Senators TODAY!)

NY Runs Off, Heat No Help

First sustained heat wave of the season has many of New York's showcases running second best in competition with the beaches and other high-mercury points of diversion. Business is bright enough at some spots but the overall box-office activity is slow. Helpfully, tourist trade is picking up at the stage presentation houses, particularly at the Music Hall. Air conditioning obviously is luring a little extra patronage, additionally.

The Paramount is doing well with "Secret Fury," and Jack Carter, Gloria De Haven and Ray Anthony's orchestra on stage, the first week's take being estimated at $60,000. "The Eagle and the Hawk" will open at the Paramount on Wednesday. "The Gunfighter," with Robert Merrill and the "Lucky Pup" television show on stage, at the Roxy, is likely to reach $65,000 in an adequate first week. Also, "The Lawless" is satisfactory at the Astor, where an initial week's take of $15,000 is indicated.

'Wagonmaster' Mild

"Bright Leaf," with Tommy Dorsey's orchestra on stage, should bring in about $30,000 in a reasonably good second week at the Strand. "Wagonmaster" is figured at $8,000 in a mild second week at the Globe. "Adventures of Captain Blood" is down to about $7,000, which is slow business, in a third and final week at the Rivoli; it will be replaced on Friday by "If This Be Sin."

Holding to a good clip, "Asphalt Jungle," with Charlie Spivak's orchestra on stage, promises $37,000 in its third and final week at the Capitol. "Jungle" will play an extra weekend, with "Crisis" slated to open on Monday. "Next Voice You Hear . . .", with the special Independence Day stage spectacle highlighted by an electrical fireworks display, will open at the Music Hall tomorrow after six unusually prosperous weeks with "Father of the Bride." The latter will gross about $137.000 in its final week, which is very good revenue.

$13,000 for 'Annie'

"Annie Get Your Gun" should give Loew's State about $13,000 in an adequate sixth week. The Criterion is likely to draw about $10,000 on a light eight-day run of "Tarzan and the Slave Girl"; it will bring in "White Tower" on Saturday. "Rock Island Trail" drew about $6,000 in a dull fourth week at the Mayfair; it was followed yesterday by "Destination Moon." "Third Man" still is profitable at the Victoria, which looks for a gross of close to $8,000 in its 21st week. Doing nicely at the Park Avenue is "Rocking Horse Winner," which promises $7,000 in its 3rd week.

'Moon' in Peak Opening; Takes Estimated $6,000

Playing to a capacity audience virtually throughout the day, "Destination Moon," Eagle Lion Classics, led the town in its debut yesterday at the Mayfair. Based on a late house-check, the film was expected to draw an estimated $6,000 for the day, representing very heavy business for that theatre.

Victory is in sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 20% tax! —COMPO

Review

"If This Be Sin"

(London Films-United Artists)

A DRAMA of romantic cross-currents, "If This Be Sin" boasts a good cast that includes Myrna Loy, Peggy Cummins, Richard Greene, and Roger Livesey. The story itself, however, is laggard and only occasionally comes to any vivid life or sense of conviction. Gregory Ratoff doubled as producer and director in this London-made film about a mother and daughter in love with the same man.

Miss Loy and Miss Cummins are the mother and step-daughter, respectively, and Greene completes the triangle. It develops that Miss Loy was about to run off with Greene, when her husband, Livesey, a noted barrister, is suddenly stricken with an ailment that leaves him temporarily blind. Miss Loy decides that her duty to her husband takes precedence over her love for Greene and decides to nurse him back to health. There is a convalescent trip to Capri which provides an opportunity for some interesting scenery. In the meantime, the gossips get busy and husband Livesey learns about "the other man." Miss Loy assures him the gossip is "false."

As the story develops, Greene somehow grows to love Miss Loy less and Miss Cummins more, and when Miss Loy does confess to her husband her love for Greene it is already too late. Proceeding to its climax, there are some emotional collisions between mother and daughter and husband and wife. The film concludes happily for Miss Cummins and Greene, but uncertainly for Miss Loy.

Gene Markey fashioned the screenplay, from a play by Margaret Kennedy and Ilya Surgutchoff.

Running time, 72 minutes. Adult audience classification. Release date, Sept. 8.

MANDEL HERBSTMAN

Simon Rowson, 73, British Executive

LONDON, June 27.—Simon Rowson, 73, British film executive since 1910, died at his home in Stanmore, Middlesex, after a long illness. Rowson was the author of the "Statistical Survey of the Cinema Industry of Great Britain" and from 1931 to 1939 acted as film advisor to the Board of Trade.

Rowson was a past president of the Kinematograph Renters Society and the British Kinematograph Society and in 1927 was chairman of British United Film Producers. Among the firms in which he held executive posts were Ideal Films and GB Pictures.

Merchandise Tieup In Ads for 'Rose'

What was described as "the greatest assemblage of co-related advertising ever used on a single promotion in a national publication" will launch 20th Century-Fox's "The Black Rose" in August, when 22 pages of merchandise advertising, promoting tie-in items for the picture, will be used in the September issue of *Harper's Bazaar.*

Film Stocks Are Off

(Continued from page 1)

virtually all film stocks on the New York Stock Exchange and Curb Market were off, the decline in most instances was slight compared with the general market.

Columbia closed at 12⅜ Monday, off ⅞, and at 12⅛ yesterday, off ¼; Loew's closed at 15¼ Monday, off ¾, and at 15 yesterday, off ¼; Paramount Pictures closed at 19 Monday, off 1⅛, and at 18¾ yesterday, off ¼; United Paramount Theatres closed at 17½ Monday, off 1, and at 17⅛ yesterday, off ⅜; RKO Radio closed at 6¾ Monday, off ⅝, and at 6⅝ yesterday, off ⅛; Republic closed at 3½ Monday, off ½, with no change yesterday; 20th Century-Fox closed at 19 Monday, off ½, with no change yesterday; Universal closed at 8½ Monday, off ½, and at 8⅜ yesterday, off ⅛; Warner closed at 12⅝ Monday, off ½, and at 12⅜ yesterday, off ¼.

Taylor to Lead Para. Sales Drive in West

SALT LAKE CITY, June 27.—A. R. Taylor, Paramount's Los Angeles branch manager, has been named by Western division manager George A. Smith to lead the company's fall sales drive in the 13-state division. The 13-week drive will begin Sept. 3.

Rodgers Sets 13

(Continued from page 1)

for the balance of the year, starting September, the company will have a total of 40 for 1950, one of which was a reprint. This compares with 35, two of which were reprints, for 1949.

The three for September will include "Summer Stock," in Technicolor, starring Judy Garland and Gene Kelly; "A Life of Her Own," starring Lana Turner and Ray Milland; "Devil's Doorway," starring Robert Taylor with Louis Calhern.

For October the trio will comprise "Toast of New Orleans," Technicolor with Kathryn Grayson and Mario Lanza; "Right Cross," June Allyson and Dick Powell; "To Please a Lady," Clark Gable and Barbara Stanwyck.

In November there will be "King Solomon's Mines," Technicolor, Deborah Kerr, Richard Carlson and Stewart Granger; "The Violent Hour," Marshall Thompson and Keefe Brassello; "The Tender Hours," Jane Powell and Ricardo Montalban.

The quartet for December embraces "Kim," Technicolor, Errol Flynn with Dean Stockwell; "Watch the Birdie," Red Skelton and Arlene Dahl; "Cause for Alarm," Loretta Young with Barry Sullivan; "Pagan Love Song," Technicolor, Esther Williams, Howard Keel, Ricardo Montalban and Cyd Charisse.

No general release has been set for three films which are to be given special handling, "Stars in My Crown," "Annie Get Your Gun" and "The Next Voice You Hear . . ."

For July and August, M-G-M will have seven releases, starting with "Crisis" and followed by "Duchess of Idaho," "The Happy Years," and "Mystery Street" in July, and "Three Little Words," "The Miniver Story" and "Lady Without Passport"

72% of All Pictures Shown in Holland Are U.S. Product

By PHILIP DeSCHAPP

AMSTERDAM, June 24 (By Airmail)—Although film business in Holland has dropped some 36 per cent since 1946, American films still are gaining in popularity here.

In 1947, 54 per cent of all produc shown in Holland was American. In 1949 that total had increased to 72 per cent, constituting 74 per cent of al receipts. England got eight per cent France three, Holland two, and al other countries 13.

The reduction in attendance is believed to be due to the higher cost o living, the increase in the amusemen tax and, to a lesser degree, the quality of films.

Austria and Western Germany hav returned to the Dutch market with 26 and seven pictures, respectively, fo the first time since the war. The Russians, who in 1946 brought in 13 films did not import any during 1949.

Walker, Fabian Head

(Continued from page 1)

zation by government agencies for instructional and training purposes.

In accepting the post of organizing chairman, Walker said:

"Our national defense officials are fully cognizant of the excellent use that could be made in an emergency of the more than 12,000,000 seats in the nation's theatres which when theatre television becomes a reality, could be thrown open at short notice to deliver a visual message, in three or four sittings, to the entire adult population of the country, the vast majority of which is within one hour's distance of the nearest theatre.

"In time of war, this vast audience also could be assembled for vital messages from state and local officials, and the theatres made available for preliminary training of recruits, disaster workers and countless others engaged in essential emergency services.

"I can also envision our theatres being used for morning television programs on adult education, teaching citizenship, home-making and helping the farmer and small business man with their problems," said Walker.

He stated that letters explaining the objectives of the committee, with an invitation to join, will be sent to every theatre in the country. At the recent meeting in New York, he added, exhibitors representing nearly 3,000 theatres unanimously approved the new organization, and assurances of support have been received from scores of others, representing additional thousands of theatres, who were unable to attend the meeting.

DC Theatre Costs

(Continued from page 1)

District of Columbia theatre owners.

One bill, reported today, would boost the unemployment compensation benefits for theatre workers and other District employes from a top of $2 a week for 20 weeks to a top of $3 a week for 26 weeks, with contributions to the unemployment fund being boosted substantially to take care of these increased benefits.

The other bill, would boost the minimum wage for male employes to 86 cents an hour.

Want 50% More and Work 14 Hours Less

Mexico City, June 27. — Total studio closure faces the trade on July 1, the deadline which the National Cinematographic Industry Workers Union has placed for compliance with its demand for a 50 per cent pay hike and a 30-hour week, instead of the present 44-hour week for its members.

The studio operators aver it is impossible to meet the demands. The union says they can easily meet the demands because studios will profit by making union members work better.

JK Tax Plan

(*Continued from page 1*)

ence and adds a one-penny tax to hose over that amount. The increased ax revenue resulting estimated at 3,000,000 ($8,400,000), would be divided in the ratio of one-half to the reasury and one-half to producer-xhibitor.

The British Film Producers Association and the Cinematograph Exhibitors Association had approved the lan previously. The KRS approval, oming after an outline of the views f the Motion Picture Export Association had been received from New ork, was interpreted as signifying hat American distribution companies ave no objections to it.

To Parliament Tomorrow

The plan is a refinement of one ecommended in the government's lant Committee Report some time go. It is expected to be announced n Parliament on Thursday when Harld Wilson, president of the Board f Trade, appears for the second eading of his measure to appropri-te another £1,000,000 for the governnents' Film Financing Corp.

D. E. Griffiths, KRS president, ointed out after today's meeting that there is no falling off in demand or higher priced theatre seats after he new tax becomes effective, and rovided exhibitors continue their ver-all average of 40 per cent in film entals, an additional £600,000 ($1,-80,000) would accrue to distribution nder the new tax plan in one year.

Of that amount, he said, £450,000 ($1,260,000) would go to American distributors here.

In view of this, Griffths said, disributors had agreed to forego their nterest in the pool to be accumulated rom the increased tax receipts. He dded that it is assumed the Treasury roposes the plan for one year only.

Acquiescence to the plan by Amerian companies is interpreted here as aving a direct bearing on the forthoming resumption of talks on the nglo-U. S. film remittance agreenent. Observers point out that merican companies by this action re aiding in the subsidization of Britsh production, rather than opposing t, and will be in a position to cite his as an alternative to compulsory, irect participation in British producion under the penalty provision of he proposed new remittance terms, o which the Americans are objecting.

Review

"With These Hands"

(*Arnold Goodman-ILGWU*)

IN an entertaining documentary, the International Ladies Garment Workers Union has told the story of the growth of that powerful organization as personified in the experiences of one man. Dramatic and forceful, the production has authority and distinction. Because of the nature of its subject matter, the picture will naturally find its most sympathetic audience in industrial areas.

As the garment worker who joined the industry during the sweat-shop days shortly after the turn of the century, Sam Levene heads the competent cast. "With These Hands" tells, for example, about the first 58-day strike; of how Levene is beaten when he discovers a fraudulent election; of the shirtwaist factory fire where 146 girls died; of the disastrous strike of 1926, and later, as the organization grows, of the increasing benefits to the workers not only in improved working conditions and wages, but in such things as health centers, educational facilities, resorts, etc., furnished by the union for its members. This takes Levene right up to the time he retires.

There are plenty of amusing and often touching scenes, all capably handled. It should be stated, too, that while the film is propaganda for the ILGWU, specifically, and for trade unions, generally, it is propaganda of a most palatable nature. Emphasized also in the picture is the union's continuous opposition to Communists and the efforts made to clean them out

Levene is excellent as the garment worker and the rest of the cast, including Arlene Francis as his wife, Joseph Wiseman, Louis Sorin and the others acquit themselves creditably. Director Jack Arnold and producer Lee Goodman have done their jobs well, and so has script-writer Morton Wishengrad. Distribution arrangements have not yet been made but the film will be available for theatres and interested institutions.

Running time, 47 minutes. General audience classification. August release.

Walsh Urges

(*Continued from page 1*)

conferences, said that while the "IA" is opposed to an Anglo-American pact that would further decrease Hollywood studio employment, the union recognizes that American producers should be free to make pictures anywhere they please. His criticism of the British proposals for revising the present pact rested with what he termed the "compulsion" that American pictures be made in England. Walsh added that he had "told the British, Americans do not take kindly to compulsion."

The "IA" chief related that he told Motion Picture Association of America president Eric A. Johnston during their recent conference in Dublin that it would be a "mistake" for the U. S. industry to accept the British proposal. Declining to elaborate at this time on recent union threats to wage an "economic" fight against a pact based on that proposal, Walsh hastened to add that the "IA" would not object to continuation of the prevailing agreement, which had none of the "compulsion" factors to which labor objects.

Cites 'Quo Vadis'

As an example of the extent to which production abroad by American companies is hurting Hollywood labor, Walsh said that if "Quo Vadis," which M-G-M now is making in Italy, were before the cameras on the Coast instead it would eliminate all unemployment in the costumers' local of Hollywood. Meanwhile, he said, the hot Italian weather is creating many hardships for the producer.

Reminding that employment on the Coast is down 25 per cent, Walsh said it would drop to between 30 and 50 per cent if 10 pictures were "pulled" for production in England at this time. The 25 per cent cited represents 34,000 Hollywood workers, and that number equals the total manpower of the British studios, he said by way of indicating the extent of Hollywood labor's stake in the Anglo-American negotiations.

The British call their proposal an "incentive," said Walsh, "but we call it a trick."

Walsh said he does not have a date to confer further on the Anglo-American situation with Johnston, nor does he know when he will leave here for Hollywood.

Disclosing that UNESCO is desirous of bringing about the production in Hollywood of a picture about human rights, Walsh said he will confer shortly with Coast producers in behalf of UNESCO's aim.

Indicating that the "IA" and the British film workers' union may confer soon on a program for exchanging studio workers, Walsh acknowledged that since the producers "have to pay the bill" they should be a party to such an arrangement.

MPAA, Spanish Talks

(*Continued from page 1*)

Carthy's proposals to the Spanish government. As it now stands, the Spanish licensing system embodies sale of licenses to Spanish producers who, in turn, sell them to U. S. distributors. A number of abuses have been attributed to the system.

Meanwhile, from Washington comes word that the number of U. S. films released in Madrid first-run theatres during the first 17 weeks of 1950 was a third less than in the like period in 1949. The U. S. Commerce Department, which released this information, added that the number dropped from 37 to 28 and the percentage of total gross receipts accounted for by American films dropped from 73.5 per cent to 68.9 per cent—the first time in over two years that U. S. film companies took less than 69 per cent of the total gross. British companies were the chief gainers.

CBS Claims Advance

(*Continued from page 1*)

and one for the sound track negative. A composite print was made from the two, in synchronization. The company says that by scanning the original negative film in the new system and creating a positive electronically, the usual degradation in quality that occurs when a positive is created from a negative photographically is avoided. CBS calls it the "Mag-neg-tic" system.

$4-MillionHeld In Indonesia

WASHINGTON, June 27.—U. S. film companies may have as much as $4,000,000 blocked in Indonesia, the U. S. Commerce Department estimated today.

A report by film chief Nathan D. Golden said the Indonesian government has allocated 11 U. S. companies a little over $150,000 in foreign exchange for the first four months of 1950. This sum is evenly divided and, according to one film official, Commerce reports, it is not much more than sufficient to cover reprinting and super-imposing costs in the U. S.

Golden points out that the practice of giving each company an equal foreign exchange allotment is displeasing to the leading distributors. He says that their efforts to get the government to allocate exchange on the basis of film rental income "has thus far been unavailing."

$100,000 Suit Names Hope

Nesa Realty Corp., operating the Forrest Hotel here, yesterday filed a $100,000 libel action in New York Supreme Court against Bob Hope and the Paramount Theatre. Charge is that the actor, speaking from the New York Paramount stage recently, defamed the hotel.

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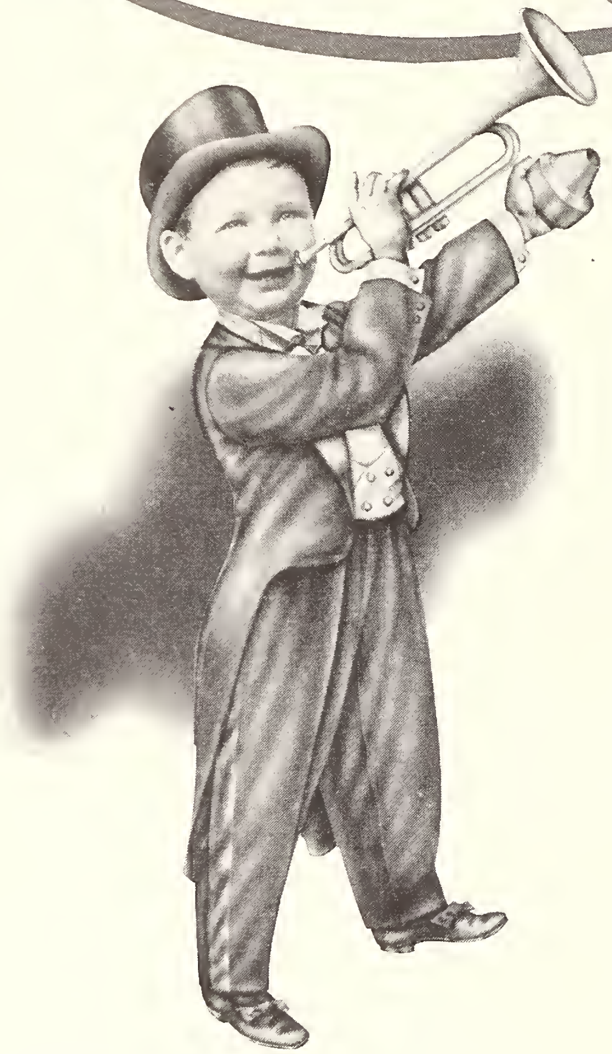

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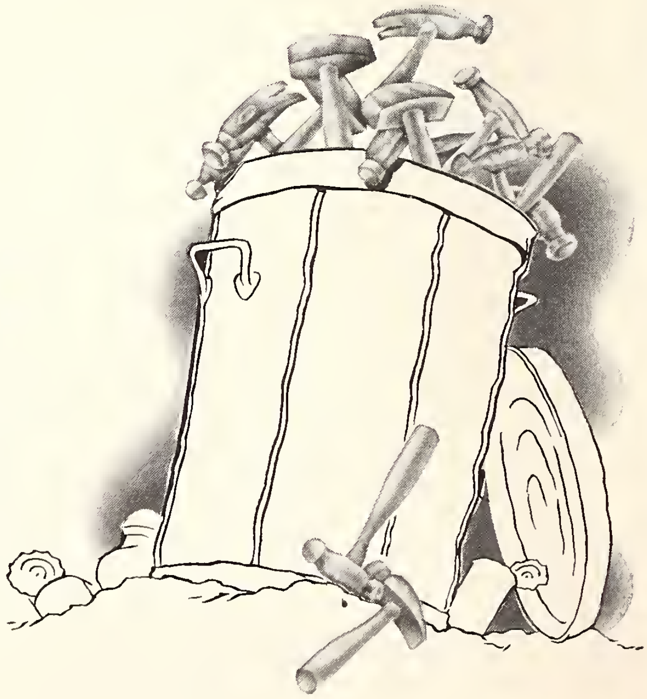

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tents Office to Rule on ıdemy Bid in 2 Months

ASHINGTON, June 28.—After ing argument for more than e hours, Patent Office Exam- A. D. Bailey today took under ement a request of the Academy Iotion Picture Arts and Sciences ncel the right of Academy Award ucts, Inc., to the exclusive use of rademark, "Academy Award," on fferent classifications of products. ey is likely to hand down his de- n in about two months.

ademy Award Products, organ- by Max A. Schlesinger of New City, got the right to use the mark in these 17 fields—ranging table glassware to tires and tubes

(Continued on page 7)

MPO Personnel it to Meet July 6

e Council of Motion Picture Or- zations' management and per- el committee, which is charged the selection of an executive president for the all-industry set- vill meet here July 6 at the Wal- Astoria to discuss submitted rec- endations and perhaps vote on idates for the only salaried IPO post. Scores of candidates

(Continued on page 7)

50,000 in Six eeks from 'Father'

rawing consistently top-notch ness over its long run, when most r New York showcases were ving unimpressive gross returns, -M's "Father of the Bride," with age presentation concluded six s at Radio City Music Hall last t with a total gross estimated at ,000. "Next Voice You Hear . . ." follow today.

-G-M states that the final week's s was better than the first weeks t least 20 of the company's films lay the theatre. The final week's is estimated at $137,000.

House Voting on Tax, but Its Fate Rests in Korea

WASHINGTON, June 28.—House leaders expect to pass tomorrow the 1950 tax bill exactly as reported by the House Ways and Means Committee last week, but whether the bill would ever become law depends largely on the outcome of the Korean situation.

The Senate Finance Committee went ahead with plans to hold a meeting next Monday to discuss how to limit its hearings on the bill and to start hearings themselves next Wednesday. However, all top Con-

(Continued on page 2)

One Result of That 20 Per Cent US Tax

Boston, June 28. — Thirty-two theatres in Massachusetts have closed, with two others reduced to partial operation. This is about 10 per cent of the total houses in the state. More theatres closed this year than in any previous year.

The public's growing resentment to the 20 per cent Federal admission tax is at least partially responsible for the increase in closings.

Another $30-Million To U.S. in Taxes

WASHINGTON, June 28.—General admission tax collections in May, reflecting April box-office business, were $30,227,056, just a shade below the $30,440,911 collected in May, 1949, the Bureau of Internal Revenue reported today.

The general admission figures include admissions to concerts, sports events and other entertainments as well as motion picture theatres, and thus do not accurately reflect grosses.

Republic Releases Korea Film 'Scoop'

Ten Times Square first-runs introduced into their program last night a 10-minute short subject, "The Battle of Korea," which Republic released yesterday following swift preparations sparked by the news of the open warfare that has begun in that Far Eastern country. It was expected that by today between 300 and 400 theatres in the New York Metropolitan area alone would be playing the picture.

The film, a documentary, is described as a compilation of Korean events, with much recent footage. Action shots of the fighting Koreans are said to be included. The company is making one-sheets available.

Industry's First Pledges of Support Of Government's Korean Campaign

The Korean hostilities have already brought the U. S. government pledges of support from the motion picture industry. With the rapidity reminiscent of World War II, when the industry's War Activities Committee was in high gear, the Motion Picture Association of America and the New Mexico Theatre Association yesterday led what was expected to be an all-industry rally behind the administration.

Speaking as president of the MPAA, Eric Johnston pledged its "fullest support" to President Truman, in a wire sent to the White House. He told the President that the latter's action "belies the notion that democracy cannot move with swiftness and audacity," and that "by meeting the challenge of aggressive Communism in the only way it understands, you have given the free world its best hope of preventing another world war."

At its convention in Silver City, New Mexico, the NMTA passed a resolution pledging "unreservedly its full and complete support of the government in this as in any other national emergency."

ECA Contracts To 9 Firms For Germany

Pacts Cover 72 Films, Allow $2,550,410 Total

WASHINGTON, June 28.—The Economic Cooperation Administration announced today the signing of convertibility guaranty contracts with nine film companies for film distribution in Germany during 1950.

The nine contracts total $2,550,410 and cover only feature films. ECA said similar contracts would be signed soon with seven or eight other companies for feature film distribution, with an additional guaranty of about $700,000.

Still later, another $150,000 to $300,000 of guaranty contracts will be is-

(Continued on page 7)

Johnston's UK Deal Will Satisfy Broidy

Steve Broidy, president of Monogram, which is a member of the Motion Picture Export Association, declared here yesterday that whatever deal Motion Picture Association of America president Eric A. Johnston secures from the British in the renegotiation of the Anglo-American film agreement "will be good enough for us." Johnston and other U. S. industry delegates are scheduled to reopen current talks with the British on July 18 in London.

Recently returned from London and

(Continued on page 2)

Broidy to Conduct Sales Meet Today

Monogram president Steve Broidy will preside at a meeting here today of all the company's district managers. Franchise holders will not participate in the sessions. Discussions will mostly revolve around the forthcoming year's product, Broidy said.

He is expected, also, to detail some Monogram developments abroad, having returned Monday from England and the Continent.

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Paramount's
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Personal Mention

GLORIA SWANSON was a dinner guest of Gov. THOMAS E. DEWEY and MRS. DEWEY at the executive mansion in Albany yesterday.

•

LOUIS W. SCHINE, Schine circuit vice-president and general manager, and MRS. SCHINE celebrated their 30th wedding anniversary with a party at the Ten Eyck Hotel, Albany, on Tuesday. Attending were J. MYER SCHINE, circuit president, and MRS. SCHINE; DONALD SCHINE, president of Darnell Theatre Corp., Buffalo, and DAVID SCHINE, assistant to the circuit's president.

•

.GEORGE NELSON of United Artists' press book department, and MRS. NELSON are the parents of a son, born Sunday at the Park East Hospital here.

•

ABE GOODMAN, assistant advertising manager of 20th Century-Fox, is having a big week. His daughter, Marylyn, graduated from grade school.

•

LEO SELIGMAN, Favorite Films treasurer, and MRS. SELIGMAN have returned here from the Coast.

•

G. A. HICKEY, M-G-M West Coast sales manager, will leave San Francisco today for Los Angeles.

•

GEORGE NICHOLS of M-G-M's studio publicity department, will leave here tomorrow for the Coast.

Livingston Given Warner Promotion

Grover Livingston, Warner Brothers' branch manager in Oklahoma City, has been promoted to managership of the company's office in Charlotte, succeeding Frank Neel, resigned, according to an announcement by Ben Kalmenson, sale vice-president.

Livingston joined Warners as a salesman in Oklahoma City in 1946; he was promoted to branch manager of that exchange in 1948.

Notices of Closing At 12 Loew's Houses

Loew's has posted notices of closing at 12 theatres of its Metropolitan circuit in compliance with union requirements. Actual closings depend upon future developments, it is said, with none of the group as yet darkened. The closings, if later decided upon, would be for the summer only.

Wallis Here on Play Buy

Hal Wallis has purchased screen rights to the current Broadway drama, "Come Back, Little Sheba," by William Inge. The producer, who releases through Paramount, planed to New York from Las Vegas yesterday to discuss with Shirley Booth and Sidney Blackmer, stars of the stage company, the possibility of their taking over the leads in the screen version.

Para. Has 3,000 Flat Rental Deals, An Increase of 400

Number of Paramount's flat-rental accounts now exceeded 3,000, representing an increase of close to 400 in the past few months, it is disclosed here. The company launched the policy a year ago in answer to exhibitor complaints against percentage deals in lesser locations and as a means of effecting more efficient operation. Favorable results have been followed by the increase in non-percentage spots, it was said.

In switching to flats from percentages under the Paramount formula, exhibitors are asked to pay the average rental of the past four percentage pictures played. Second bracket product is figured at approximately 70 to 75 per cent of the flat-rental price of the first bracket.

Theatres participating in the plan are those which pay up to $75, and occasionally up to $100, for top pictures. The company also is offering up to eight months' product in a block with 20 per cent cancellation right.

20th-Fox Opens New Capital Exchange

WASHINGTON, June 28.—Twentieth Century-Fox local branch manager Glenn Norris was host to exhibitors, exchangemen, home office executives, drama and radio critics and official Washington today as the company dedicated its new two-story building which houses the local exchange and the Movietone News staff, headed by Anthony Muto.

Present from the home office were W. C. Gehring, Clarence Hill, E. H. McFarland, who planned and directed the building of the exchange; Sam Shain, Lem Jones and Roger Ferri.

Johnston's UK Deal

(*Continued from page 1*)

the Continent with Monogram-International president Norton V. Ritchey, Broidy said final arrangements were made by the two in England with Robert Clark, production head of Associated British Pictures Corp., for joint production of two pictures a year under the four-year deal between the two companies. Broidy reminded that under the reciprocal arrangement with ABPC affiliate British Pathe, Monogram will release in the Western Hemisphere (except in Canada) eight to 10 of the British company's pictures, and that the UK organization is releasing all of Monogram's product in Britain under a deal which still has five years to run.

Ritchey revealed that he has closed a deal for distribution of 12 pictures next year in Germany, but was not at liberty yesterday to disclose the name of the German distributor.

Broidy said the company is doing first-rate business in Germany with such pictures as "Dillinger" and its large number of Westerns.

Allied of Michigan to Convene Sept. 25-26

Detroit, June 28. — Allied Theatres of Michigan will hold its annual convention at the Hotel Book-Cadillac, Sept. 25-26, Charles Snyder, executive secretary announces.

Survey Shows TV Market 'Leveling-off'

A leveling-off stage in the purchase of television receivers and a "steadily increasing resistance to television among non-owners" are highlights of a report on a continuing study of "Videotown," a typical American small city, conducted by Cunningham and Walsh, New York advertising agency.

A decreased buying rate among upper income families and growing indifference to TV, especially among adult members of families are seen as warning signals which point to the need for constantly better programs, the report says.

Ownership of TV sets is still on the increase in the town surveyed, the report states, and 40 to 42 per cent of the families are expected to be set owners by the end of the year, an increase of 100 per cent. However, this rate is far below last year's 150 per cent increase, and 1948's 500 per cent increase, and the market is now more dependent upon low income bracket buyers.

'Deedee' Banned Again

BOSTON, June 28.—After attending a private showing of the French film, "Deedee," Mayor Hynes and Police Commissioner Sullivan decided to ban the film because of its sordid theme and background." Former Mayor Curley excluded the film from Boston last year and the state has prohibited Sunday showings.

Tax Cut Vote Today

(*Continued from page 1*)

gressional leaders admit that if the Korean situation develops into a full-scale war "all bets are off on the excise cutting bill and we'll probably be voting tax increases instead."

The first vote tomorrow when the House meets will come on a Republican motion to separate the excise cuts in the bill from the other revenue-raising features and to vote separately on each part. Both Republican and Democratic leaders expect this to be defeated. Then the vote will come on the bill exactly as reported by the House Committee, and leaders expect this to carry overwhelmingly.

Most Film Stocks Up Slightly

Yesterday's slight upswing in New York Stock Exchange quotations after Monday's and Tuesday's declines reflected the crystallization of the Korean war situation into a definite course of action. Film stocks, for the most part, were no exception, registering gains of 1/8 to 1/2 points.

NEWS in Brief . . .

PRODUCERS Representatives, th Irving Lesser-Seymour Poe partnership here which acts as sales representative for several independent producers of Hollywood, has made plan which would include the setting u of offices in a number of Europea cities. Lesser will leave here by plan for London on July 7.

•

Kansas City, June 28.—Director of the Kansas-Missouri Theatr Owners Association met yesterda at the Hotel Phillips with C. F Cook, vice-president, presiding i the absence of Dale Danielson president. The fall convention date were set for Sept. 26-27 here.

•

WASHINGTON, June 28.—Federa Judge Richmond B. Keech toda agreed to hand down his decision tomorrow on whether Herbert Biberman and Edward Dmytryk are guilt of contempt of Congress. This mean that judgment on all eight forme Hollywood film workers will be pronounced tomorrow.

•

Chicago, June 28.—I. E. Chadwic president of the Independent Motion Picture Producers Associatio urged a gathering of 40 leadin exhibitors at a luncheon held at th Drake Hotel yesterday to devot more screen time to product of independent producers.

•

A two-nation, multi-city campaig enlisting the assistance of governme officials, newspapers, civic notabl and private citizens in Canada an New York State, will highlight th premiere of "The Iroquois Trail Edward Small production for Unit Artists, which opens at the Ritz Albany, on July 12 and simultan ously in Troy, Utica, Ithaca, Roche ter, Syracuse and Montreal.

Special Engagement For Zanuck Picture

Series of special engagements fo Darryl F. Zanuck's "No Way Ou will be held following the New Yor world premiere in August, it was announced by 20th Century-Fox. Th picture will be released through series of timed key-city openings order to give it a maximum adve tising-publicity build-up penetrati the country.

This type of handling will be bas on a planned promotional schedu now being started for the picture.

Magazine Features Set for 'Louisa'

National magazines with a co bined circulation of more than 50,00 000 have scheduled special featur and layouts for Universal-Internatio al's "Louisa" during July and Augu to give the picture the most extensi magazine coverage of any picture r leased by U-I, the company has a nounced.

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WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS
May 21	(May Releases) **NO SAD SONGS FOR ME** Margaret Sullavan Wendell Corey D—89 min. (Rev. 4/12/50)	(May Releases) **JACKIE ROBINSON STORY** Jackie Robinson D—76 min. (Rev. 5/15/50) **WINSLOW BOY** Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	**THE BIG HANGOVER** Van Johnson Elizabeth Taylor C—82 min. (Rev. 3/14/50)		(May Release) **NO MAN OF HER OWN** Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	**SAVAGE HORDE** William Elliott O—90 min.		(May Releases) **A TICKET TO TOMAHAWK** (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50)		(May Releases) **COMANCHE TERRITORY** (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50	**COLT .45** (Color) Randolph Scott Ruth Roman D—74 min. (922) (Rev. 5/3/50)
May 28	**KILL THE UMPIRE** William Bendix Una Merkel C—78 min. (Rev. 5/2/50) **COWTOWN** Gene Autry O—70 min. (Rev. 5/16/50)	**THE GOLDEN GLOVES STORY** James Dunn Kay Westfall D—76 min. (Rev. 4/24/50)	**ASPHALT JUNGLE** Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)			**DESTINATION BIG HOUSE** Dorothy Patrick Robt. Rockewell D—60 min. (Rev. 6/13/50)		**THE BIG LIFT** Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)	**THE WHIPPED** Dan Duryea Gale Storm D—89 min. (Rev. 3/28/50)	**I WAS A SHOPLIFTER** Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)	
June 4	**BEAUTY ON PARADE** Robert Hutton D—66 min. (Rev. 3/23/50) **CUSTOMS AGENT** William Eythe D—72 min. (Rev. 4/13/50)	**GLASS MOUNTAIN** Valentina Cortesa M-D-90 min. (Rev. 1/13/50) (June Releases)		**HUMPHREY TAKES A CHANCE** Joe Kirkwood Leon Errol C-D	(June Release)		**THE SECRET FURY** Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)			(June Releases)	**CAGED** Eleanor Parker D—96 min. (Rev. 5/2/50)
June 11	(June Release) **GOOD HUMOR MAN** Jack Carson C—82 min. (Rev. 5/29/50)	**THE TORCH** Paulette Goddard D—90 min. (Rev. 5/11/50) **EYE WITNESS** Robt. Montgomery Leslie Banks D	**FATHER OF THE BRIDE** Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50)		**EAGLE AND THE HAWK** (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)		**WOMAN ON PIER 13** Laraine Day Robert Ryan D—73 min. (Rev. 9/21/49)	(June Releases) **NIGHT AND THE CITY** Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50)	**IROQUOIS TRAIL** George Montgomery Brenda Marshall O—85 min. (Rev. 6/8/50)	**CURTAIN CALL AT CACTUS CREEK** (Color) Donald O'Connor Gale Storm C—86 min. (Rev. 5/24/50)	**THIS SIDE OF THE LAW** Kent Smith Viveca Lindfors D—74 min. (Rev. 5/31/50)
June 18	**FORTUNES OF CAPTAIN BLOOD** Louis Hayward D—91 min. (Rev. 5/17/50)	**HIGH LONESOME** (Color) John Barrymore, Jr. Chill Wills D **TIMBER FURY** David Bruce D—63 min.		**SIDE SHOW** Don McGuire Tracey Roberts D—67 min. (Rev. 6/13/50)	(Reissue) **SO PROUDLY WE HAIL** Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)	**THE AVENGERS** John Carroll Adele Mara D—90 min. (Rev. 6/13/50)	**THE WHITE TOWER** Glenn Ford Valli D—98 min. (Rev. 6/14/50)	**LOVE THAT BRUTE** Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)		**SIERRA** (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50)	**RETURN OF THE FRONTIERSMAN** (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50)
June 25	**STATE PENITENTIARY** Warner Baxter D—66 min. (Rev. 5/16/50) **HOEDOWN** Eddy Arnold O—64 min. (Rev. 6/26/50)	**IT'S A SMALL WORLD** Paul Dale Lorraine Miller D—74 Min. (Rev. 6/5/50) **THE BLUE LAMP** Dirk Bograde D—84 min. (Rev. 6/1/50)	**THE SKIPPER SURPRISED HIS WIFE** Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	**LOST VOLCANO** Johnny Sheffield Donald Woods D	(Reissue) **WAKE ISLAND** Brian Donlevy D—87 min. (Rev. 8/12/42)	**TRIGGER, JR.** (Color) Roy Rogers Dale Evans O **COVERED WAGON ROAD** Alan Rocky Lane O				**SPY HUNT** Marta Toren Howard Duff (Rev. 6/8/50)	
July 2	**TEXAS DYNAMO** Charles Starrett O—54 min. (Rev. 6/8/50)		**CRISIS** Cary Grant Jose Ferrer D—96 min. (Rev. 6/16/50)	(Stratford) **FOR THEM THAT TRESPASS** Richard Todd D—95 min. **ARIZONA TERRITORY** Whip Wilson O		**TRIAL WITHOUT JURY** Robt. Rockwell D	**WHERE DANGER LIVES** Robert Mitchum D—84 min. (Rev. 6/16/50)		**ONCE A THIEF** Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50)		**BRIGHT LEAF** Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)
July 9	(July Releases) **ROGUES OF SHERWOOD FOREST** (Color) John Derek Diana Lynn D—80 min. (Rev. 6/16/50)	(July Release) **THE SUN SETS AT DAWN** Walter Reed D	**DUCHESS OF IDAHO** Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50)		(July Releases) **THE LAWLESS** Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)		**BORN TO BE BAD** Joan Fontaine Robert Ryan D	(July Releases)		(July Releases) **WINCHESTER 73** James Stewart Shelley Winters D—92 min. (Rev. 6/7/50)	**GREAT JEWEL ROBBER** David Brian D—91 min. (Rev. 6/13/50)
July 16	**711 OCEAN DRIVE** Edmond O'Brien Joanne Dru D—102 min.	**GOLDEN SALAMANDER** Anouk D—96 min.	**HAPPY YEARS** Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)	**SNOW DOG** Kirby Grant Elena Verdugo D	**MY FRIEND IRMA GOES WEST** John Lund Marie Wilson C—91 min. (Rev. 5/31/50)			**THE GUNFIGHTER** Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50)	**THE UNDERWORLD STORY** Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)	**PEGGY** (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50)	**FLAME AND THE ARROW** (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50)
July 23	**BEYOND THE PURPLE HILLS** Gene Autry O—70 min. **CAPTIVE GIRL** Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50)	**NAUGHTY ARLETTE** Mai Zetterling D—86 min.	**MYSTERY STREET** Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)			**THE OLD FRONTIER** Monte Hale O **JUNGLE STAMPEDE** George Breakston (travelogue)	**TREASURE ISLAND** (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)	**WHERE THE SIDEWALK ENDS** Dana Andrews Gene Tierney D—95 min. (Rev. 6/26/50)		**ADAM AND EVALYN** Stewart Granger Jean Simmons C—92 min. (Rev. 11/21/49)	
July 30	**DAVID HARDING, COUNTERSPY** Willard Parker D—71 min. (Rev. 5/24/50)		**THREE LITTLE WORDS** (Color) Fred Astaire Vera-Ellen M	**COUNTY FAIR** (Color) Rory Calhoun D—76 min.		**SURRENDER** Vera Ralston John Carroll D	**OUR VERY OWN** Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)		**THE ADMIRAL WAS A LADY** Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)		**50 YEARS BEFORE YOUR EYES** (Documentary 73 min.) (Rev. 6/20/50)

SRO

FALLEN IDOL
Ralph Richardson
D-94 min.
(Rev. 10/4/49)
(Release: May)

THE THIRD MAN
Joseph Cotten
Valli
Orson Welles
D—104 min.
(Rev. 1/31/50)
(Release: May)

LIPPERT

FAST ON THE DRAW
Jim Ellison
D—55 min.
(Release: 6/30/50)

ROCKETSHIP XM
Lloyd Bridges
D—77 min.
(Release: 6/2/50)
(Rev. 5/3/50)

MOTOR PATROL
Don Castle
D—67 min.
Release: 6/6
(Rev. 5/10/50)

HI-JACKED
Jim Davis
Marsha Jones
D—66 min.
(Release: 7/14/50)
(Rev. 6/23/50)

I SHOT BILLY THE KID
Don Barry
O
(Release: 8/4/50)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama]

CA Contracts

(Continued from page 1)

to cover distribution of docu-tary films, short subjects and sreels for Germany and two or e other countries.

he two largest contracts went to Century-Fox Film Corp. and) Radio Pictures, Inc., for $486,- and $484,000, respectively. Each ract covers 13 features. Other ra announced today were as ow.

aramount Pictures Corp., $359,000, features; Loew's, Inc., $321,000, features; Warner Bros. Pictures, . $292,000, eight features; Repub- Pictures Corp., $254,000, seven ures; Universal Pictures Co., Inc., 7,000, eight features; Samuel dwyn Productions, Inc., $54,925, features; and Eagle Lion Films, , $52,485, two features.

he advisory unit also approved six ures of Columbia Pictures Inter-onal Corp., four of United Artists p., three of Monogram Interna-al Corp., two for George J. aefer, two of Selznick Releasing anization, and one each from Mo- Picture Investors Corp., Edward all Productions, Inc., and Franchot e. Presumably these are the ones be covered by later contracts "as n as the companies complete cer- business arrangements."

he advisory committee also ap-ved six RKO informational shorts, March of Time shorts, two Uni-sal educational shorts, six RKO ertainment shorts, five Loew's en-ainment shorts, three Universal en-ainment shorts and one Warner ertainment short.

Iere is the list of feature films ch the ECA Advisory Committee approved for ECA guaranty con-cts:

ENTIETH CENTURY-FOX

OME TO THE STABLE, HOW GREEN WAS Y VALLEY, LEAVE HER TO HEAVEN, OWN TO THE SEA IN SHIPS, BLACK WAN, BLOOD AND SAND, PRICE OF OXES, MY FRIEND FLICKA, I WAS A ALE WAR BRIDE, KISS OF DEATH, REET WITH NO NAME, CRY OF THE TY, BUFFALO BILL.

RADIO

R. BLANDING BUILDS HIS DREAM OUSE, LOVE AFFAIR, THE WOMAN IN IE WINDOW, THE FUGITIVE, THE IN-RMER, THE LAST DAYS OF POMPEII, AN OF ARC, TOP HAT, THE WINDOW, NOW WHITE, BAMBI, WUTHERING EIGHTS, MY FOOLISH HEART.

AMOUNT

HE HEIRESS, THE UNINVITED, AND OW TOMORROW, MONSIEUR BEAUCAIRE, HE PALEFACE, THE ROAD TO ZANZIBAR, OUBLE INDEMNITY, CALIFORNIA, THE AINSMAN, REAP THE WILD WIND.

W'S

ESTA, RAGE IN HEAVEN, UNDERCUR-NT, THE GOOD EARTH, A DATE WITH DY, BATHING BEAUTY, MERRY WIDOW. ASSIE COME HOME, A NIGHT AT THE PERA.

RNER BROTHERS

OSSESSED, DARK VICTORY, HASTY HEART, NDER CAPRICORN, LOOK FOR THE SILVER NING, INSPECTOR GENERAL, CONFLICT, EY LARGO.

VERSAL

HE SUSPECT, PHANTOM LADY, DARK IRROR, LETTER FROM AN UNKNOWN OMAN, RIDE 'EM COWBOY, THE SPOIL-S, ALI BABA AND THE FORTY THIEVES, HE INVISIBLE MAN.

UBLIC

HE RED PONY, MOONRISE, THE WAKE THE RED WITCH, MACBETH, CON RTO, MAN OF CONQUEST, ROCK ISLAND RAIL.

UMBIA

NLY ANGELS HAVE WINGS, BANDIT OF HERWOOD FOREST, BLACK ARROW, COVER RL, THE DESPERADOES, LOST HORIZON.

UNITED ARTISTS

CARNEGIE HALL, CITY LIGHTS, STAGE COACH, JOHNNY HOLIDAY.

MONOGRAM

IT HAPPENED ON FIFTH AVENUE, SUNBONNET SUE, SIXTEEN FATHOMS DEEP.

GEORGE J. SCHAEFER

THE CHAMPION, THE MEN.

SAMUEL GOLDWYN

THE HURRICANE, THE ADVENTURES OF MARCO POLO.

SELZNICK RELEASING ORGANIZATION

REBECCA, SPELLBOUND.

EAGLE LION

HE WALKED BY NIGHT, NORTHWEST STAMPEDE.

MOTION PICTURE INVESTORS CORP.

RED RIVER.

EDWARD SMALL PRODUCTIONS

THE MAN IN THE IRON MASK.

FRANCHOT TONE

THE MAN ON THE EIFFEL TOWER.

The following are the informational short subjects which the Advisory Committee approved. Guaranty contracts on these will be issued later. They are not included in the contracts issued today.

RKO RADIO ("This Is America" Series)

BORDER WITHOUT BAYONETS, TVA. COUNTY FAIR, OUR DAILY BREAD, DEMOCRACY'S DIARY, GLAMOUR STREET.

MARCH OF TIME

THE FIGHT FOR BETTER SCHOOLS, MID-CENTURY EVALUATION, WHITE COLLAR GIRLS, STOP! HEAVY TRAFFIC, REPORT ON THE ATOM, ON STAGE.

UNIVERSAL (UNITED WORLD FILMS)

LIVING IN A METROPOLIS (GREATER NEW YORK, AN INDUSTRIAL LAKE PORT (BUFFALO, NEW YORK).

The following are the entertainment shorts approved by the Advisory Committee. They, too, are to be covered by later guaranty contracts.

RKO RADIO

SEAL ISLAND, SAN FRANCISCO, OPERATION WHITE TOWER, GIRLS IN WHITE, WHISTLE IN THE NIGHT, 49TH STATE.

LOEW'S

CAT CONCERTO, DR. JEKYLL & MR. MOUSE, THE MILKY WAY, THE BEAR & THE BEAVERS, QUICKER THAN A WINK.

UNIVERSAL (UNITED WORLD FILMS, INC.)

FACTORIES, MINES & WATERWAYS (INDUSTRIAL WESTERN EUROPE), RICHES OF THE VELD (SOUTH AFRICA), NOMADS OF THE JUNGLE (MALAYA).

WARNER BROTHERS

RHAPSODY IN RIVETS.

Review

"The Savage Horde"

(Republic)

JOSEPH KANE, an old hand at producing and directing Westerns for Republic, has applied his standard treatment to "The Savage Horde." This latest from associate producer-director Kane is strictly hero-versus-villain embellished with desirable quantities of gun-play, fisticuffs and horseback action, plus an interesting touch of romance. By and large there is enough of what the action fans like to insure good box-office returns.

The hero is William Elliott, a fast man with a gun—so fast, in fact, that the U. S. Cavalry is out looking for him for the murder of an Army horseman. Seems that the irresponsible cavalryman drew first, but not quick enough. Hunted, Elliott makes his way from New Mexico to a Utah town where he settles down in partnership with rancher Noah Beery. There trouble shows up in the person of Grant Withers who, with his nasty bunch of henchmen, is bent on depriving smaller cattlemen of range land so he can have it all to himself. Withers and his men are no match for Elliott (except once when they jumped him in a surprise attack) and notwithstanding his brief capture by the cavalry and an all-out effort by the villains, the straight-shooting cowboy rights the situation with ease. Elliott, Withers and Adrian Booth are a romantic triangle that also is straightened out to Elliott's satisfaction. The capable cast also includes Barbra Fuller, Jim Davis, Bob Steele, Douglass Dumbrille, Will Wright, Roy Barcroft and several others. The screenplay was fashioned by Kenneth Gamet, from a story by Thames Williamson and Gerald Geraghty. Camerawork by Reggie Lanning is of superior grade.

Running time, 90 minutes. General audience classification. Current release.

CHARLES L. FRANKE

COMPO to Meet

(Continued from page 1)

have been recommended for the committee's consideration, and since its formation in May the committee, which is headed by Leo Brecher, has supervised a large number of interviews with candidates.

Originally scheduled to meet yesterday, the Brecher committee had postponed its initial conference, first, to tomorrow and now until after July 4.

Trademarks

(Continued from page 1)

—in 1947 and 1948. The Academy did not discover this until it attempted to use the words itself early last year. When it found out the situation, it brought cancellation proceedings against the New York firm. It argues that the words were associated in the public mind only with the Academy and that the public would believe that the Academy endorsed any products on which the copyright was used.

It also said that the trademark regulations demand that the user actually market the article with that mark in interstate commerce and questioned whether that was actually done.

Fulton Brylawski argued the case for the Academy today, while Louis Zimmerman, representing the New York firm, argued that the Academy had never used the trademark itself, was not engaged in selling or making tangible goods, and therefore had no right to bring the cancellation proceedings.

The decision in the Academy Award Products case will probably govern cancellation proceedings brought by the Academy against three other firms.

Cites Claim on 'Miracle'

HOLLYWOOD, June 28.—Reports from New York that Burgess Meredith acquired "A Miracle Can Happen" for $14,000 at a sheriff's sale brought a statement from producer Benedict Bogeaus that "in addition to other financing totaling $650,000, I have a personal investment of $1,000,000 in this production. These claims ride ahead of Meredith's $14,000 claim."

ANSWER TO YOUR TECHNICAL PROBLEMS...

The Altec Service Man

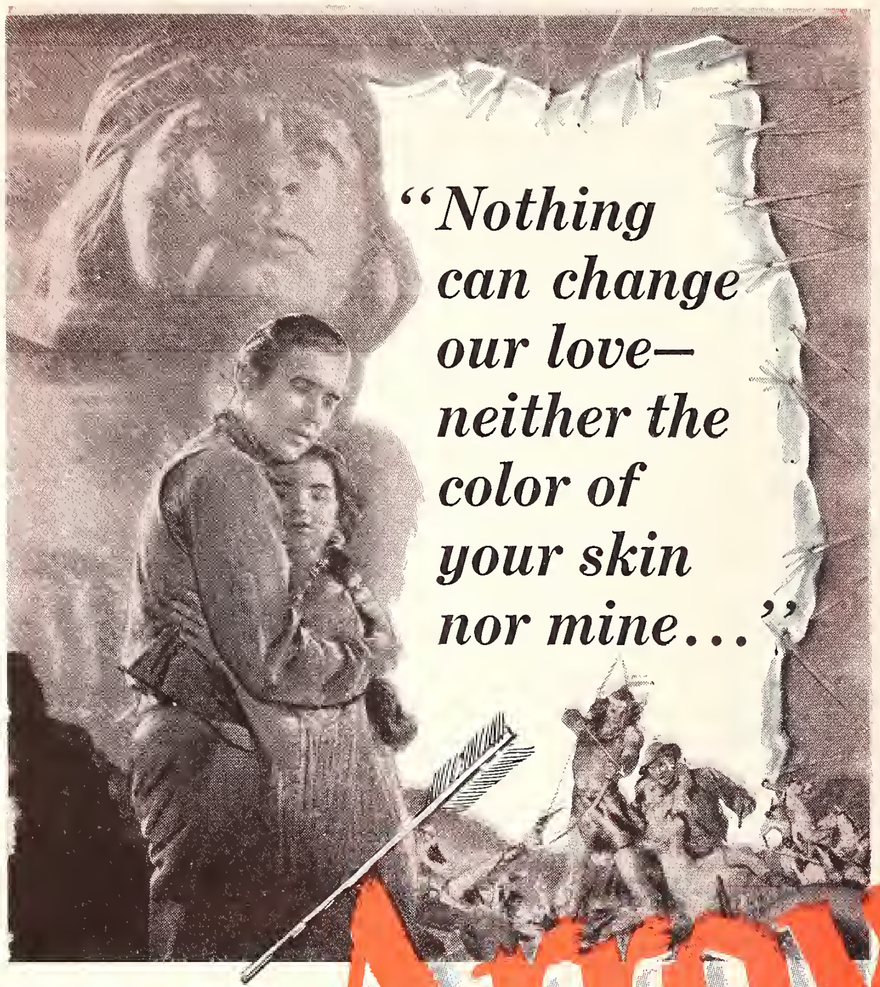
The Altec Service Man and the organization behind him

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

very soon the talk of the industry . . . and the nation will be



"Nothing can change our love— neither the color of your skin nor mine . . ."

Broken Arrow

IN COLOR BY

Technicolor

Louella Parsons started it: "I HAVE SEEN A PRACTICALLY PERFECT PICTURE!" The BIG national advertising campaign; the national awards and honors; the World Premiere at the Roxy, July 21; the gala event-premieres in 4 Western cities will make "Broken Arrow" the most discussed picture of the year!

JAMES STEWART in BROKEN ARROW · Color by TECHNICOLOR with JEFF CHANDLER · DEBRA PAGET and Basil Ruysdael · Will Geer · Joyce MacKenzie · Arthur Hunnicutt · Directed by DELMER DAVES · Produced by JULIAN BLAUSTEIN · Screen Play by Michael Blankfort · Based on the Novel 'Blood Brother' by Eliott Arnold

There's No Business Like **20 CENTURY-FOX** *Business.*

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

L. 6. N. 126 NEW YORK, U. S. A., FRIDAY, JUNE 30, 1950 TEN CENTS

0% Tax Voted y House; Bill efore Senate

inal Action Hinges on ternational Situation

WASHINGTON, June 29.—The use today passed and sent to the nate a bill cutting the admission from 20 per cent to 10 per cent.

Whether this bill or any other xcise-cutting measure finally ecomes law depends largely on he international situation. House and Senate leaders agree hat if the chances of a major ar increase, Congress will robably be voting tax boosts nstead of tax cuts.

n the meantime, however, the Sen-

(*Continued on page 4*)

.K. Tax-Subsidy lan Ratified; Vote 1,000,000 to FFC

ONDON, June 29.—The Treasury's rebate-production subsidy plan, eviously approved by officers of nematograph Exhibitors Association, was ratified by a narrow margin a meeting of the CEA general uncil here today.

Harold Wilson, president of he Board of Trade, formally announced acceptance of the

(*Continued on page 3*)

BPC Profit Is Up; ividend Maintained

LONDON, June 29.—Associated Brit- Pictures Corp. today announced final ordinary stock dividend of ½ per cent. With the interim divind already paid, this makes a 20 r cent ABPC dividend for the year ding March 31, equivalent to the vidend for the preceding year.

Net profits increased from £460,- 9 ($1,290,349) in the previous year, £543,622 ($1,522,141) for the past ar. The result was accomplished deite heavier charges for taxes and preciation during the period.

COMPO Will Press for 20% Tax Repeal, Regardless

WASHINGTON, June 29.—The tax committee of the Council of Motion Picture Organizations today decided to press its campaign for complete repeal of the 20 per cent admission tax in the Senate and emphasize personal contact with Senators rather than the mass pressure turned on while the tax bill was in the House.

"The Senate is a much smaller body than the House," committee chairman Abram F. Myers said. "We'll concentrate

(*Continued on page 4*)

Republic Film Tells Korean Battle Story

A comprehensive report on the hostilities that led to the Korean crisis last Sunday is made in Republic's very timely 10-minute subject, "Battle for Korea." Documentary was gotten out

(*Continued on page 4*)

'Hollywood Eight' Are Found Guilty

WASHINGTON, June 29.—Eight former Hollywood film workers were today found guilty of contempt of Congress for having refused to tell

(*Continued on page 3*)

Youngstein Named Para. Dist. V-P

Max E. Youngstein, Paramount's national director of advertising-publicity-exploitation, has been elected a member of the board and vice-president of Paramount Film Distributing Corp., it was announced here yesterday by Barney Balaban, president of Paramount Pictures Corp., the parent company, and A. W. Schwalberg, vice-president of Paramount Film Distributing Corp.

Quigley Publications Photo
Max E. Youngstein

Youngstein's associates gave the new officer a celebration luncheon at the 21 Club yesterday. Balaban, board chairman Adolph Zukor and Schwalberg took the occasion to commend Youngstein.

Said Balaban: "Max has been with our company for just one year. But

(*Continued on page 3*)

SMALL THEATRES ASK NEW YORK NOT TO RAISE MINIMUM WAGES

11 of 13 in Senate Group Oppose Tax

Washington, June 29. — Eleven of the 13 members of the Senate Finance Committee already have expressed themselves for reduction or repeal of the admission tax, according to pledges received by COMPO's tax committee.

Five of the 11 favor outright repeal, while six favor a cut. Only two committee members have not yet committed themselves.

ALBANY, N. Y., June 29.—Attorney Leonard L. Rosenthal, in a supplemental memorandum for 51 independent Upstate theatres, urged the State Minimum Wage Board "not to set a higher minimum wage at the present time, because of the situation being faced by the industry, especially for theatres operating in small towns and smaller theatres in cities."

"If, however, a minimum wage is recommended by the Board and schedules later are issued, it is urged that theatres not be classified in one group," he continued. The following classes were suggested: one, population over 50,000; two, between 10,000 and 50,-

(*Continued on page 4*)

Majors Denied New Stay of Divorce Order

Bids for Re-Hearing Not Decided by High Court

WASHINGTON, June 29.—Supreme Court Chief Justice Vinson today turned down the requests of Loew's, Warner and 20th Century-Fox to have the divorcement and divestiture provisions of the New York Statutory Court decree stayed further until the high court acts on their rehearing petitions in the fall.

This means that the high court's mandate will go out to the New York Court within the next 10 days, and that the time limits for divorcement and di-

(*Continued on page 4*)

ELC's Employees Are Reassured as Merger Hits Snag

Eagle Lion-Classics' personnel throughout the country was given reassurance yesterday that final, legal steps consummating the merger are being taken and that the new company is starting off on a firm basis.

Wires from the home office pointed out that the first week of merged operations showed a profit; pointed to the record

(*Continued on page 3*)

New Mayfair Record Is Set By 'Moon'

A new two-day attendance record for Broadway's Mayfair Theatre in recent years was set by George Pal's "Destination Moon," Eagle Lion-Classics, the distributor, reported yesterday.

Attendance for the first two days, Tuesday and Wednesday, hit 17,466, bettering previous attendance records set by "Gentleman's Agreement," "Sands of Iwo Jima" and "Cinderella," the company said. Gross exceeded $12,000, exceptional for the

(*Continued on page 4*)

'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!
READ ALL ABOUT Paramount's SUNSET BOULEVARD! A Hollywood Story • Book of the Week in N. Y. Post, Weekend Edition July 2.
UNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN! • IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN!

NEWS in Brief . . .

PRODUCER Emerson Yorke has returned to New York from a field trip during which he closed deals for showing of his new short subject, "Little League World Series," with Comerford, Penn-Paramount and Smalley circuits, he reported here yesterday. Yorke will leave early next week for Atlanta, New Orleans and Dallas.

•

Chicago, June 29. — Paramount was denied a motion by Circuit Judge Harry M. Fisher asking to dismiss a suit filed by Mrs. Anna Philips, 72, asking $5,000 for a fractured pelvis sustained in Dec., 1948, in the State-Lake Theatre. Judge Fisher said a jury must decide whether a company is still liable even though it has obtained a release.

•

LOS ANGELES, June 29.—Samuel Goldwyn's "Our Very Own" received a special award from the Southern California Motion Picture Council at the organization's annual meeting.

•

Kansas City, June 29. — The film industry "get together" sponsored by the Motion Picture Association of Greater Kansas City at Milburn Country Club was attended by 225 persons. Jack Braunagle, drive-in department manager for Commonwealth, won the golf tournament.

•

HOLLYWOOD, June 29.—Sam Newfield has been signed by Lippert Productions to direct two action features in Cinecolor, to be produced by Sig Neufeld. Tentative starting date is Aug. 25.

Elliott McManus of 20th Dies in Panama

Elliott McManus, manager for 20th Century-Fox Inter-America Corp. in Panama, died suddenly of pneumonia in Panama City on Tuesday. He is survived by the widow, former Helen Weade Bridges, and a brother.

McManus joined 20th Century-Fox in 1929 in the New York exchange. In 1943 he went to Panama as assistant manager and was promoted to the managerial post in 1945.

Set Boston Screenings

Jock Lawrence, Samuel Goldwyn Productions vice-president, and Bill Toumey, publicity director, are in Boston to conduct a series of promotional screenings of "Edge of Doom" and "Our Very Own." Paul Perez, field representative, is in Washington to screen "Edge of Doom" for Leo Brady, author of the original novel, and a group of fellow faculty members at Catholic University.

Five Hold '50 Years'

Warner's "50 Years Before Your Eyes," now playing first-run at five Embassy Theatres in Metropolitan New York, will be held over at all five houses for a second week.

Personal Mention

JOSEPH MANKIEWICZ, director, and MRS. MANKIEWICZ will sail from here today for Europe on the *S.S. Caronia.*

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will leave here tomorrow by plane for a vacation at the home of his daughter on Lake Minnetonka, near Minneapolis.

•

FRANK WHITBECK, M-G-M studio advertising head, has an article in the current *Reader's Digest,* entitled "I Love Elephants."

•

DORIS PEARL MOSS, advertising-publicity director for the Adams and the Downtown, Detroit theatres, is in New York from that city.

•

BEN SIMON, 20th Century-Fox branch manager at New Haven, and MRS. SIMON recently celebrated their 25th wedding anniversary.

•

J. J. FELDER of Favorite Films, left here yesterday for the Coast.

HUGH OWEN, Paramount Eastern and Southern sales manager, and JOE WALSH, branch operations manager, will return here today from a visit to Cleveland, Detroit and Cincinnati.

•

WILLIAM KURTZ, formerly associated with ARTHUR MAYER and now with MARCUS HEIMAN in Washington and New York, became a grandfather with the birth of a son on Wednesday to his daughter, MRS. JOAN GENZBURG.

•

JAN DE VAAL, director of Holland's National Film Library, is in Ottawa on a Canada-UNESCO fellowship to study the government's methods of film distribution.

•

WILLIAM GADDONI, M-G-M branch manager at Omaha, and his family are visiting relatives in New Rochelle and Albany.

•

DAVID DIAMOND, Monogram producer, has left Hollywood for New York.

Astor Head Reports European Deals

Consummation of a number of deals for distribution of shorts and features in both 35mm. and 16mm. have been closed by Jacques Kopfstein, executive vice-president of Astor Pictures and Atlantic Television, who has returned here from Europe.

The English feature, "Midshipman Easy," will be released in 35mm. and a series of shorts featuring the French singer, Jean Sablon, will be distributed for television exclusively. Kopfstein said that he arranged for a feature based on the life of Shakespeare to be filmed in England, and that a series of shorts featuring opera arias will be filmed in France.

Wyman, Todd Top 'Picturegoer' Poll

LONDON, June 29.—British audiences, through the annual poll conducted by *Picturegoer* magazine, have selected Jane Wyman as 1950's best actress, for her performance in "Johnny Belinda," and Richard Todd best actor for his role in "The Hasty Heart."

Next in line for honors are Larry Parks, in "Jolson Sings Again"; Gregory Peck in "12 O'Clock High," and John Mills, in "Scott of the Antarctic." Todd and Mills are British actors, the other are Americans.

Ben Washer to Tucson

Ben Washer, who is correlating publicity activity on 20th Century-Fox's "Broken Arrow," left here yesterday for Tucson, where he will set up details for the picture's premiere in August. He expects to confer there with Elliot Arnold, author of the novel on which the film is based, and to hold a special screening at the Apache Whiteriver reservation for the Indians who appear in the picture.

Legion Reviews 9; Rates Three As 'B'

Nine additional pictures have been reviewed by the National Legion of Decency with three receiving a "B" classification. In that class are RKO Radio's "Armored Car Robbery," 20th Century-Fox's "Panic in the Streets," and Monogram's "While the Sun Shines."

In Class A-I are Universal-International's "Peggy" and Columbia's "Texas Dynamo." In Class A-II are M-G-M's "Crisis," Warner's "Flame and the Arrow," United Artists' "If This Be Sin," and 20th Century-Fox's "Where the Sidewalk Ends."

Kingsberg Weighing New Industry Post

Malcolm Kingsberg, former president of RKO Theatres, reportedly is considering several possible new associations in the industry, most prominent of which is said to be a high executive post with Metropolitan Playhouses, New York. Kingsberg has been vacationing at Cape Cod since he left RKO last April.

O'Dwyer Proclaims 'Television Week'

Terming New York City "the capital of television," Mayor William O'Dwyer has proclaimed July 16-23 as "Television Week" and urged business, civic, education, entertainment and industrial leaders "to encourage and stimulate the further growth and advancement of this new and great American industry."

Set 'No Way Out' Bow

World premiere of Darryl F. Zanuck's "No Way Out," a story of racial differences in the U. S. has been set for Aug. 16 at the Rivoli Theatre here, 20th Century-Fox announced yesterday.

Coming Events

June 30-July 4—Motion picture industry participation in U. S. Savings Bond "Independence Drive."

July 6—Council of Motion Picture Organizations management and personnel initial committee meeting, Waldorf-Ast[illegible]otel, New York.

July 12—Council of Motion Picture Organizations initial membership committee meeting.

Aug. 7—IATSE executive board meeting, Hotel Statler, Detroit.

Aug. 10-13—IATSE district representatives meeting, Hotel Statler, Detroit.

Aug. 14-18—IATSE 40th bi-ennial convention, Masonic Temple, Detroit.

Monogram Heads Analyzing Product

Monogram's product lineup for th coming season is being analyzed at th company's three-day sales conferenc which got underway yesterday at th Hotel Warwick here with Monogram Allied Artists president Steve Broidy directing discussions. The meeting also will set sales policy on the re mainder of the company's 1949-5 schedule, which includes "The Los Volcano," "The Hidden City," "A Modern Marriage," "County Fair" and "Counterfeit."

Attending the meetings are vice president Harold Mirisch, genera sales manager Morey Goldstein, East ern sales manager L. E. Goldhammer Southwest division manager Ji Prichard, vice-president Ed Morey and exchange supervisor Lloyd Lind

NEW YORK THEATRES

RADIO CITY MUSIC HALL
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"THE NEXT VOICE YOU HEAR..."
JAMES WHITMORE - NANCY DAVIS
A Metro-Goldwyn-Mayer Picture
•
THE MUSIC HALL'S GALA TWO-PART HOLIDAY STAGE SHOW

JACK H. SKIRBALL and BRUCE MANNING present
CLAUDETTE COLBERT
ROBERT RYAN in
The SECRET FURY
with JANE COWL · PAUL KELLY
In Person
JACK GLORIA
CARTER·DeHAVEN
TIP, TAP & TOE
Extra! RAY
ANTHONY
and his ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

GREGORY PECK
AS
THE GUNFIGHTER
— In Person —
ROBERT MERRILL
The De Castro Sisters
"LUCKY PUP"
Roxy
7th Ave. & 50th St.
20
MOVIES ARE BETTER THAN EV

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icket Tax Boost n Domestic Films eighed by Norway

ASHINGTON, June 29.—The Nor- ian Parliament is considering a to boost the 25 per cent admission on domestic films to the same 35 cer tax now assessed on U. S. oth [illegible]gn films, Commerce par[illegible] chief Nathan D. den reports. The additional revenue ld be used to aid Norwegian films. olden reports that there still is no ta on U. S. films, and that ex- nge conditions for 1950 are about same as for 1949, the only change g to take care of the crown de- ation of last September.

Denmark, Golden reports, U. S. ributors also have about the same hange allotment this year as last. s time, however, amounts over the tment will be blocked in Denmark he credit of the exporters rather reverting to Danish subsidiaries coming under the high Danish in- e tax. There is still no commit- t that any portion of the blocked ls may be transferred later.

ght Guilty

(*Continued from page* 1)

House Un-American Activities mittee whether or not they were munists when asked during the mittee's 1947 investigation of al- d Communism in Hollywood.

hree different judges ruled on the it cases. Judge Pine ruled that ah Bessie, Albert Maltz and Sam- Ornitz were guilty, Judge Curran Lester Cole, Ring Lardner, Jr., Adrian Scott were, and Judge ch on Edward Dmytryk and Her- Biberman. The other two of the friendly ten"—John Howard Law- and Dalton Trumbo—are already ing one-year jail sentences and er order to pay $1,000 fines, having their appeals to the Supreme rt.

Ornitz Pleads Ill-Health

udge Pine immediately sentenced sie and Maltz to serve one year in and pay a $1,000 fine, but post- ed sentencing Ornitz until tomor- when Ornitz claimed ill-health ld get him a suspended sentence. ernment doctors examined him r and reported to the judge. Judge ran gave similar one year and $1,- fine sentences to Cole and Lard- but put off sentencing Scott until August, on the ground that the ner producer is still recovering n a recent operation.

mytryk and Biberman got off best. ge Keech sentenced them only to months in jail and a $1,000 fine.

he six former film workers who e sentenced today—Bessie, Maltz, , Lardner, Dmytryk and Biberman ere all taken to jail to start serv- their sentences immediately. All e judges turned down motions for iency, suspended sentences, proba- and for leaving the men free on pending appeal.

Shows for Roxy

e shows will return to the stage he Roxy Theatre here on July 7, n skater Carol Lynne will star in e Merry Widow." Picture on the which also includes a variety re- on stage, will be "Where the ewalk Ends."

Reviews

"The Cariboo Trail"

(*Holt—20th Century-Fox*)

RANDOLPH SCOTT, as cattleman and gold prospector, must contend with the villainy of Victor Jory as well as the instigated attacks of Indians in "The Cariboo Trail." A conventionally-made outdoor action drama, it has a satisfactory amount of gunplay, a proper touch of romance, and some attractive scenery framed in Cinecolor. Others in the cast are George ("Gabby") Hayes, Bill Williams and Karin Booth. The fans will be pleased.

As Scott is heading along the Cariboo trail with his companion, Williams and their cook, Lee Tung Foo, they come to a toll bridge run by Jory's henchmen. The meeting is not a pleasant one and eventually results in Scott's cattle being stampeded and stolen by Jory's outlaws. From this point on, there is an embittered rivalry between Scott and Jory, punctuated by intermittent gunplay and fisticuffs. When it comes to a display of manliness, however, it is not Jory who performs, but rather his hired henchmen.

A series of hardships, all manipulated by Jory, befall Scott, including a rupture with his friend Williams. It takes a lot of he-man doing, before things are eventually straightened out by Scott.

The screenplay, by Frank Gruber, also has Scott involved romantically with Miss Booth, who portrays the pretty operator of the town tavern. Scott is quite at home in his muscular role, while Hayes, as a grizzled prospector, provides the laughs in the familiar pattern. A Nat Holt production, it was directed by Edwin L. Marin, with Harry Howard as associate producer.

Running time, 81 minutes. General audience classification. August release.

MANDEL HERBSTMAN

"Hills of Oklahoma"

(*Republic*)

A VERSATILE new singing cowboy star, Rex Allen, appears in "Hills of Oklahoma," a Western with the right proportion of action, tuneful songs and plot. Allen, besides singing the several numbers, has also written one of them. R. G. Springsteen directed the screenplay by Olive Cooper and Victor Arthur. Franklin Adreon was associate producer.

As head of the cooperative Cattleman's Association, Allen convinces the members that they should combine their cattle and try collective bargaining. He is thwarted in this plan by Robert Karnes, son of a wealthy meat packer who insists that his father be paid a huge outstanding feed bill before the cattle can cross his land on their way to market. Allen tries to raise the money but is unknowingly hampered by Trevor Bardette, one of the cattlemen and also a friend of Karnes. Through a friend, Fuzzy Knight, Allen appeals to Elisabeth Risdon, a formidable owner of a rival meat packing company, whose attractive secretary, Elisabeth Frazer, convinces her that Allen should have the help he needs. After several attempts to sabotage the efforts of the ranchers to get their cattle to a main line railroad, Karnes is caught in his own plot, thereby ending his father's monopoly in the area. Knight and Roscoe Ates supply the few choice bits of comedy assistance as Allen's friends.

Running time, 67 minutes. General audience classification. May 1 release.

Youngstein Named

(*Continued from page* 1)

that has been sufficient time for all of us to recognize his outstanding character and ability. We are happy to welcome Max to our official family, and know that he will be a credit to our organization."

Also present at the luncheon were Sid Blumenstock, Carl Clausen, Larry Flynn, Bernard Goodwin, Russell Holman, Hiller Innes, Arthur Israel, Austin Keough, Sid Mesibov, Howard Minsky, Oscar Morgan, Mort Nathanson, Lou Novins, E. K. (Ted) O'Shea, Louis Phillips, Jerry Pickman, Paul Raibourn, Pat Scollard, Irenc Sullivan and George Weltner.

Left E-L in '49

Youngstein resigned as Eagle-Lion vice-president in charge of advertising-publicity in May, 1949, to become Paramount national ad-publicity chief. A graduate of Fordham and Brooklyn Law School, he started in the industry in 1941 as business manager for the Hal Horne Organization. In 1942 he became assistant director of advertising-publicity for 20th Century-Fox, and the following year became assistant director of 20th-Fox's studio special services department. During 1944 and 1945 he served as publicity director of the Motion Picture and Special Events Section of the War Finance Division of the U. S. Treasury. Youngstein joined Eagle-Lion in 1946.

U. K. Tax Plan

(*Continued from page* 1)

plan by all branches of the industry during debate in the House of Commons tonight as a vote was taken authorizing another £1,000,000 for the Film Finance Corp.

The CEA general council's action came only after a three and one-half hour meeting marked by spirited opposition and was determined only by 12 circuit votes whose producer affiliations give them pronounced interest in the plan's adoption.

Defeat Opposing Motion

Dennis Walls, past president of the CEA, made a motion to declare that the general council is not qualified to commit members to the plan without prior consultation. The motion was defeated by a vote of 35 to 24.

In view of the failure of the CEA and British Film Producers Association to agree on whether the rebate levy should be three-pence or three-pence and half-penny on grosses, the CEA adopted a further alternative providing that the levy be one farthing on every seat sold.

A definitive resolution implementing the tax plan, which it is hoped will provide about $4,200,000 for production financing, is scheduled to be presented to Commons next week.

Some CEA recalcitrants are threatening to defy the authorities by refusing to contribute to the voluntary levy.

Ohio Not to Censor Television Films

Columbus, O., June 29.—The Ohio Division of Film Censorship has no plans at present to censor television films, said Dr. Clyde Hissong, chief censor, because the censoring of films to be shown on TV would require a "complete revamping" of the existing censorship system. Other states have ruled similarly, the most recent one being Massachusetts.

A bill was introduced in the last session of the Ohio legislature to include TV films, but it died in the Senate Education Committee.

ELC Merger

(*Continued from page* 1)

opening at the Mayfair Theatre here of "Destination Moon" and assured the sales force of uninterrupted release schedules. Employes were advised to disregard trade and other rumors that the merger has been unduly delayed and might be hampered by receivership proceedings against Film Classics. They were assured their positions are secure.

Although the physical merger of Eagle Lion and Film Classics was accomplished on schedule June 12, legal details have delayed delivery of prints of a minor number of pictures to the new company by several producers, which has prevented formal finalization of the merger. Company officials said yesterday that efforts to clear the remaining legal obstacles are continuing.

Issues Formal Statement

In addition to the wires sent to personnel in the field, Joseph Bernhard, Film Classics president, issued the following statement:

"Film Classics, Inc., has made an assignment for the benefit of creditors. The assignee is Irving Kaufman, attorney and certified public accountant.

"Eagle Lion Classics will function for the producers formerly released by Film Classics.

"All reports regarding receivership of Film Classics are erroneous," he said.

If Bernhard can convince Eagle-Lion operations vice-president William C. MacMillen, Jr., that FC can and will provide the pictures stipulated in the merger agreement between the two companies and can dispose of certain outstanding financial obligations, the organization called Eagle Lion Classics will prevail, it was indicated yesterday by sources close to both executives.

It was indicated additionally, however, that if Bernhard, who is the sole owner of FC, cannot meet those stipulations, the merger, which has yet to be finalized, will not continue. It is understood that Bernhard has been given a "reasonable time" in which to rectify what has been described as a "serious hitch" in the merger agreement.

MacMillcn is scheduled to leave here for the Coast late in July.

Berliners Flock to 'Ninotchka' Again

Washington, June 29.—U. S. occupation forces in Germany are using "Ninotchka" as anti-Communist propaganda, according to word reaching the U. S. State Department.

The film, which first was re-released in Berlin during 1948, was released again recently to coincide with the much ballyhooed Communist Youth rally over Whitsuntide, and according to the Office of the U. S. High Commissioner for Germany, "block-long queues of East and West Berliners stood before 20-odd cinemas showing the film."

Press Repeal

(*Continued from page* 1)

on letter-writing and personal interviews instead of petitions and trailers."

The tax committee meeting took place even while the House was voting on the tax bill. Myers said the committee realizes that the bill will be amended to some extent in the Senate and felt that "it would be suicide for us not to ask for further relief."

"We're going down the line for full repeal," he declared. "If there are going to be amendments, we'll keep on hoping we're included."

The committee has already applied to the Senate Finance Committee for permission to have Myers and TOA executive director Gael Sullivan testify on the admission tax. The Senate group asked each industry to limit itself to one witness, but Myers said the COMPO committee felt that the joint testimony symbolized the united stand of the film industry and therefore was asking that whatever time would be allotted to just one film witness be split between the two.

The committee is requesting all organizations and area chairman to select delegations to come to Washington and personally interview Senators. As for the use of trailers, petitions and the other mass-pressure apparatus mobilized early this year, the committee is asking any theatres that have not yet used them to use them now, but as for theatres that used them before the committee is leaving up to the individual exhibitors the decision whether to use them again.

Attending today's session were Myers, Oscar Doob, Henderson Richey, Jack Bryson, A. Julian Brylawski, Carter Barron, Morton Sunshine and Harry Goldberg.

Mayfair Record

(*Continued from page* 1)

house but not a record in view of the prevailing 70 cents to $1.20 scale, as compared with holiday scales of 90 cents to $1.50, effective during opening days of comparable engagements.

Start Investment Plan

An investment program under which theatres will be bought and then leased to exhibitors has been initiated by Fass and Wolper, New York theatre brokers, under the direction of Albert Josephthal, an associate partner of the company.

Review

"The Lost Volcano"

(*Monogram*) *Hollywood, June* 29

BOMBA is with us again in another jungle story produced by Walter Mirisch. The third in the series, it is also the best one so far and is sure to please devotees of adventure tales. Johnny Sheffield's skillful portrayal of Bomba, as well as Ford Beebe's direction of his own screenplay, makes it all seem plausible as well as interesting.

Bomba's latest adventures are in behalf of David (Tommy Ivo), the young son of Donald Woods, a zoologist of whom Bomba disapproves because he cages jungle animals. David, accustomed to swinging blithely from tree to tree with his friend Bomba, is packed off to city school by his father, but does not get there, being kidnapped instead by two members of an ethnological party seeking the location of a lost volcano reputed to overlay an ancient city. His kidnappers attempt to force David to lead them to the lost volcano, which he has visited with Bomba, and Bomba attempts to rescue David, as do his father, mother and others. Sundry incidents, including episodes with a friendly python and an unfriendly alligator, culminate in thunderously dramatic scenes of a volcanic eruption, with everything coming out right for everyone except the kidnappers.

Running time, 76 minutes. General audience classification. Release date, June 25.

House Votes 10% Tax Cut

(*Continued from page* 1)

ate Finance Committee is going ahead with plans to work on the House-approved bill. It will meet Monday to discuss plans for holding hearings, and hopes to open the hearings on Wednesday.

The all-inclusive House bill sailed through by a 375-to-14 vote, exactly as reported by the House Ways and Means Committee after the members, voting almost strictly on party lines, turned down 238 to 147 a Republican motion to split the bill in two and vote separately on the excise cuts in the bill and on all the other provisions to raise new revenue.

Revenue Loss Balanced

As the bill now stands, the revenue lost in excise cuts and other tax reductions is balanced with new revenue, and House leaders hope that the Senate will approve something like the measure, which they are confident will win White House approval.

The bill would cut the admission tax rate from one cent on every five cents or major fraction to one cent on every 10 cents or major fraction. Moreover, theatre owners who give reduced rates to high school children or other groups could charge the tax on the actual price paid rather than on the full established price.

The rate changes would take effect on the first day of the first month starting 10 days or more after the tax bill becomes law. This means Sept. 1 is the earliest the cuts can take effect because the bill certainly will not be passed by both houses before the very end of July or August.

Patrons Save $190-Million

Patrons of theatres and other entertainment enterprises will save about $190,000,000 a year from the changes, it is estimated.

The bill would also cut taxes for firms making between $5,000 and $166,667, and boost taxes for those making over that amount. It would eliminate the stiff excise taxes on cameras, film, rawstock and other apparatus when they are used as part of a business and charged off as a business cost.

The cabaret tax would be cut from 20 per cent to 15 per cent, and there would be a ban on using so-called "one-shot" or collapsible corporations to pay capital gains taxes rather than regular income taxes.

Another provision would cut from six months to three months the period which property must be held before profit on its sale can be taxed at the lower long-term capital gains tax rates. Firms would also be allowed to use one year's tax losses to offset profits in seven years for tax purposes, rather than the present five.

Korean Battle Story

(*Continued from page* 1)

with commendable speed and is fluidly edited. Included in the news footage are shots of skirmishes, the background and events that preceded the attack, and world reaction to the fighting.

By the weekend, according to Republic, at least 3,000 prints will be in its branches. Branches have also received 7,500 one-sheets. Between 300 and 400 theatres in the New York Metropolitan area are playing the picture, Republic has reported.

Initial bookings, prints, one-sheets and a broadside mailing to exhibitors were handled within 20 hours by Republic's sales, advertising and publicity departments and Consolidated Film Industries' Fort Lee plant.

M. H.

Minimum Wages

(*Continued from page* 1)

000 population; three, population of less than 10,000.

Rosenthal pointed out that in the schedule he submitted for the houses he represented many are located in towns of 1,000 or less. Not one approached even near the 10,000 figure.

Theatres serving these small communities "must necessarily have small grosses. Some take in as low as $150 weekly," he continued. "In low-grossing theatres, exhibitors can be expected to pay more than 35 per cent for film rental, and it reaches as high as 60 per cent in several of these situations. Resulting difficulties are clear.

"The same situation occurs in small theatres of larger communities. They have peculiar problems which must be considered also," he added.

Film Stocks Slide Slightly Downward

Film stocks were no exception as quotations on the New York Stock Exchange took another slight downward turn yesterday after Wednesday's advance. The wave of selling took its toll as motion picture closings registered losses because of the international situation, ranging from one-eighth to three - quarters; the final score: Columbia, 11¼, off ¾; Loew's 15⅛, off ⅜; Paramount Pictures, 18½, off ⅜; United Paramount Theatres, 16¼, off ½; RKO Radio, 6⅝, off ⅛; Republic, 3¼, off ¼; 20th Century-Fox, 18½, off ¾; Universal, 7¾, off ¾; Warner's, 12, off ½.

Deny Stay

(*Continued from page* 1)

vestiture will definitely start running.

The Chief Justice's ruling did n in any way go into the companies' r quests to have the high court recon sider its June 5 action affirming th New York court decree. In fact, i denying the stays, he specifically cite a case in which the Supreme Cou had recalled a mandate from a lowe court when it later decided to rehea the case. This indicates his feelin that if the high court should gra the rehearing petitions when it r convenes in the fall, it could then r call the mandate. The film compani had used as one of their argume for the stay of mandate the fear th if the court decided to hear the a peals it could not then legally reca its mandate.

See Stay Ended

Most film company attorneys agr that when the mandate reaches t District Court, it ends the stay o dered in May by Justice Douglas. this interpretation is right, the con panies would then have to subm their divorcement plans within s months from the date the manda reaches the lower court, their divest ture plan within one year of that dat and must complete their divorceme within three years of that date.

The Justice Department has indicated, however, it may argue the deadlines run from June 5, the date the high court announced its decision to affirm the lower court.

The Chief Justice's action tod will probably spur consent decree e forts, since the companies must no go ahead and work on divorceme and divestiture plans. They can't a longer take a chance that the rehea ing petitions will be granted, for they shouldn't be, the time left wou be comparatively short for such i portant and complicated work.

Atlanta Okays 'Jackie'

ATLANTA, June 29.—Eagle Li Classics' "The Jackie Robinson Stor has been passed by the Atlanta cens board as submitted. It opened at t Lucas-Jenkins Roy Theatre here t day.

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